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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

ST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 16, 1918

Number 1791

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THE CANTERS

It's well to pay heed to advice
And whether you take it or not,
You'll frequently find that you learn your *own* mind
From much of the counsel you've got,
But there is a species of folks
Who have one discouraging chant,
And you're foolish indeed if you hark to or heed
The people who tell you you can't!

They haven't perceptibly changed
Since the days which preceded the Ark,
They've told the same tale and they've made the same wail
Since Adam left Paradise Park,
They said it to Newton and Watt,
To Caesar, Napoleon, Grant,
But these leaders went through without listening to
The people who tell you you can't!

Don't think you are wise to it all,
Because, if you do, you are wrong,
And sometimes advice is beyond any price
In helping a fellow along,
But if you expect to progress
Here's the warning I want to implant,
Go on with your job and don't hark to that mob—
The people who tell you you can't!

Berton Braley.

Grand Rapids Calendar Co.

PUBLISHERS

WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

*We also carry an extensive line of Wall Pockets,
DeLuxe, Art Calendars and Advertising Specialties*

Order Now Territory Open for Salesmen

GRAND RAPIDS CALENDAR CO.

572-584 SO. DIVISION AVE.

GRAND RAPIDS, MICHIGAN



Putnam's Menthol Cough Drops

Packed 40 five cent packages
in carton

Putnam Factory

National Candy Co., Inc.

MAKERS

Grand Rapids, Michigan

Three Sure Winners



We are now packing **NEW CROP**
Pure New Orleans Molasses in
the same standard size cans, full
weight. You can also have the
same in barrels and half barrels.

Oelerich & Berry Co.

Packers of "Red Hen,"

NEW ORLEANS

CHICAGO

You Should Carry All Franklin Package Sugars

Women who get used to buying Granulated Sugar from you in neat Franklin Packages will prefer to buy Dainty Lumps, Powdered and Confectioners Sugars in the same way. They like the clean, strong packages that will not burst in the market basket or cupboard as will a thin paper bag.

It will pay you to sell ALL your sugar in the time-saving Franklin Packages.

"A Franklin Sugar for every use"

Cartons packed in 24, 48, 60 and 120 lb. containers according to grade

Cotton bags of granulated sugar packed in 100 lb. sacks and in barrels

Made from Sugar Cane

The Franklin Sugar Refining Company

PHILADELPHIA

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 16, 1918

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DRY GOODS MORE ACTIVE.

The markets are becoming more active and buyers are becoming more numerous in the various divisions of the trade. The unsettled conditions of shipping and transportation are bringing many changes in normal business plans, not the least of them being the increase of a determination to have goods shipped when ready, without regard to normal shipping dates. In some places salesmen are not going out, as they are unable to make regular trips and do not intend to waste time on the road when house sales may be made so readily.

In the cotton goods division prices are strengthening under the influence of higher cotton, restricted production and uncertain labor conditions. Mills do not care to take much of the late business suggested by merchants unless they are assured that prices will cover probable costs. A great deal more business could be booked than is being accepted if the mills could foresee conditions clearly enough to warrant firm price making. Stocks of many goods are not only low but customers are asking for the prompt shipment of goods not due for some time. On the other hand, mills are still working as best they can to catch up with delayed orders which are consequent upon restricted supplies of operatives.

Gray goods are much firmer and some lines are in active demand. Heavy convertibles are wanted and some of the print cloth yarn numbers are scarce for prompt shipment. Many of the sheetings for converting purposes are very scarce for quick delivery.

Buyers are ready to place further orders on dark styles of dress gingham and they are hoping that agents will include orders for additional quantities of the lighter styles. There will be a formal opening of a few lines even if mills are not ready to put a price on the goods. As a rule, agents say they will have very limited quantities to sell for delivery from August forward as it is going to take all the facilities of mills to make full deliveries of orders now on the books. On narrow flannellettes agents say they will be ready in another week

or two to book business. They are not giving buyers much encouragement as to the quantities that will be available.

An unparalleled condition exists on all heavy napped cottons, including blankets. Jobbers are short of goods for the balance of this season's trade and mills cannot hope to make all the deliveries that are sought before the winter is over. Specifications for all business on the books are already in hand with the large mills, something hitherto unknown. No sample lines have been sent out and none will be sent as they are not asked for. Fully three-fourths of those who have ordered goods for fall have sent in requests that goods be shipped as soon as ready without regard to further instructions. It is already evident that if the war continues the shortage of heavy napped goods next fall will become serious.

Heavy hard yarn colored cottons are tending higher. Tickings, denims, suitings and other lines were priced on a basis of cotton much under current levels and they will be revised in the near future. Owing to the scarcity of indigo blue denims, khaki and brown denims will be used more freely.

Wide sheetings are not offered for late delivery at current prices and mill agents are asking that new price lists be arranged in keeping with the higher costs that have come since the late months of last year. Mills are without stock accumulations of any kind, even wide goods being in lighter stock than was supposed to be the case a month ago. Pillow tubings are firm on a high basis.

LESSONS OF FOOD CONTROL.

Every passing week with its evolution in the realm of governmental food control adds interest to the speculation as to how large a measure of governmental control is going to remain permanently after the war. Thus far Mr. Hoover is meeting with marked success and is courteous enough to admit that without the co-operation of the trade he could not have accomplished anything like what he has—and that is much more than has been done by any other food dictator.

The funny part of it is that the Government has discovered—as no agent of the prosecuting department would ever remotely admit—that the trade are, after all, fair minded and know more about fair prices than novices do—although the press at large has not yet discovered that. Unable to decide what is "fair and equitable," grocers, retail and wholesale, or producers in a competitive field, are brought together for discussion of prices; fair levels are arrived at, formally decreed by agreement, indorsed by the governmental officials and then

stand as the ruling for the mercantile world. More yet, they are accepted as the basis of "fairness," departures from which are punishable.

The natural question is, why, if such trade consultation and agreement is the best way to establish prices, they should not be permanently employed. Logically, in fact, that is exactly what has been happening all along on "exchanges" and at auctions (which are the same thing). Yet exchanges have been hounded and prosecuted and auctions have been charged with being "rings" among competitors and a wide variety of similar accusations have been common among publicity-loving officials. Why now have the traders become so suddenly virtuous?

The logical answer is that these new agreements are made publicly and with representatives of the Government sitting in at the conferences. But, on the other hand, no one has heard the grocers complain of such "interlopers." On the contrary, everything has been going on very harmoniously and all hands admit that there is a better understanding and fairer dealing than ever before. Wherefore the seemingly inevitable conclusion is that the logical plan is to have prices in future made by the very "conspiracy" method for which men have heretofore been sent to jail; only have such price conferences "supervised" by the Government.

The sympathy of the traveling fraternity and the traveling public in general will go out to James R. Hayes, Detroit, in the shadow which has come over his career at a time when a well-spent life, full of earnest endeavor, should be full of sunshine. The Wayne Hotel Co. has been forced into bankruptcy, due to the falling off in business incident to the change of depots by the Michigan Central Railway. The change was not only disastrous to the Wayne Hotel, but works a hardship to every traveler bound for Detroit, because of the distance the new depot is from the business district and the utterly wretched street car service maintained, compared with the admirable service given at the old depot. Mr. Hayes began his hotel career in the old Sweet's Hotel, Grand Rapids, about forty years ago, since which time he has managed the Arlington, at Petoskey, the Grand, at Mackinac, and a hotel at Hot Springs, Ark., in addition to the Wayne. During these years his guests have been numbered by the millions and every one who has ever partaken of his hospitality will join the Tradesman in expressing regret over Mr. Hayes' misfortune and in entertaining the hope that he may soon regain the ground he has lost through influences which were beyond his control.

SIT DOWN ON THIS ONE.

There is not a country in the world which is not honeycombed with the Kaiser's propaganda. If one should suddenly be transported to Greenland's inhospitable shores it would not be at all surprising were he greeted with the iron cross and given the double cross.

In this country we have all shades and degrees of pro-Germans, from the most pronounced down to the fellow who does not intend to be a pro-German, and has not brains enough to realize that he is.

Every community has the man whose constant pose is that of superiority. Possessed of a smattering of knowledge on a good many subjects, and usually selecting a topic for conversation on which the remainder of the company are uninformed, he manages to obtain a reputation for being a profound thinker and unusually well informed.

When such a man persistently makes the statement that while he is intensely loyal to his country, his knowledge of Germany and its resources makes him certain that the Allies have not a chance to win, he is bound to make an impression on somebody at some time, and weaken to some extent the morale of his associates. In order to gratify his ambition to pose as a man of exceptional penetration and unusual information, he does a distinct injury to his country.

When you see your friend in a fight you do not tell him to give up because he hasn't got a chance, do you? Hardly. You yell for him to go to it; that he has the other fellow licked. Did you ever see a man who had bet money on a prize fighter lying down, no matter how desperate the situation?

Somewhere in the subconscious mind, possibly, of the fellow who tells his friends that while he will do all he can for his country, it hasn't got a chance to win, is a desire that it will not win. And if you go into his case deeply enough, you will find that he is doing nothing worth while to help it win.

The man who prognosticates victory for Germany is a fool. That country is licked and is in for a still more complete licking. It has failed in every desperate effort it has made to force peace, and it will continue to fail, although it announces, for the first time, that it is willing to accept peace without annexations, and without indemnities. Of course, no sane man anywhere in the world would accept the word of Germany for five cents, because her promises are worthless and her treaties are mere scraps of paper. From now on she must be treated like a tribe of barbarians, unworthy of confidence, respect or co-operation.

The weak-kneed American would do well to keep his mouth shut. He is only making an ass of himself.

THE SUGAR SHORTAGE.

Mr. Hoover's Explanation of the Situation.

For purposes of understanding the world sugar situation, four factors must be borne in mind:

The United States, Canada and England were importing countries before the war, while France and Italy were very nearly self-supporting.

That the main sources of supplies to importing countries were:

1. Germany and neighboring powers,
2. The West Indies,
3. The East Indies.

The German sources have been cut off entirely and Germany also largely absorbs the sugar of surrounding countries at the present time. Before the war England drew approximately 1,400,000 long tons per annum from German and neighboring sources. France produce about 750,000 long tons of beet sugar and exported 50,000 tons. The French production in 1917 fell to 210,000 long tons. Italy produced about 210,000 long tons and imported almost none. The Italian production fell to 75,000 long tons. Thus these three countries were thrown onto West and East Indian sources for 1,925,000 tons to maintain normal consumption—or to reduce this by home economies. The East Indian sugar requires about three times the length of voyage and therefore three times the amount of tonnage to bring from that source compared to the West Indies. The actual draft of sugar from the Western Hemisphere by the Allies was 1,420,000 tons against 300,000 tons pre-war normal. They also drew some 400,000 tons from Java, and the East Indies.

The steady shortening of shipping throughout the year thrust an increasing drain on the West Indies. Aside from this constant element of uncertainty in the position from month to month another uncertain factor arose in that we could not judge the effect of their conservation measures in Europe. While drastic on the civil population, the consumption of soldiers is far above normal.

The Food Administration was created August 10, 1917. The statistical evidence had indicated for some time that the heavy but uncertain draft of Western Hemisphere sugar to Europe might narrow our margin of supplies, pending the new crop. In order to prevent supplies from going elsewhere than to the Allies an embargo upon exports from the United States was put into force on August 27, 1917, and the Cuban government co-operated by placing an embargo on all its sugar except to ourselves and the Allies in October, 1917. In the meantime, every effort was made by the Food Administration to secure voluntary reduction of consumption by widespread propaganda, in order that we might afford as much supplies to the Allies as possible.

Efforts were made to secure Java imports but no shipping could be allowed by the Shipping Board, nor did our efforts succeed in securing foreign shipping.

In August the English government reduced the household sugar ration to a basis of twenty-four pounds per annum per capita and in September the French government reduced their house-

hold ration to 6 kilos or about 13.2 pounds, and at the same time, placed further restrictions upon use in manufacture. In August the French government found itself unable to maintain even this ration from their supplies and appealed to the American Government for exports. These were granted, and it was agreed should be continued up to 100,000 tons. The American household consumption being at least 55 pounds per annum per person it was considered that the duty of maintaining French morale made our course plain. A plea for further reduction in consumption to assist the French was laid before the public by the Food Administration, as it was felt that this concession to the French and the other causes already noted would indicate at least sporadic shortages in the period prior to the harvest of Louisiana and beet sugars in November, although at no time would supplies wholly fail or even amount to privation if the public supported the Administration in reducing unnecessary consumption. Requests were made to distributors to supply the confectionery and sweet drinks trade with 50 per cent. of normal and this has been generally followed by patriotic persons. Such regulations were voluntary as the Food Administration had no authority to impose them.

The Department of Commerce returns show the exports to the Allies were as follows:

	United Kingdom	France
August	17,990	21,051
September	146	10,896
October	9,868	32,670
November	33	17,702
Total	28,037	82,319

The Allied Traffic Executive gives the following shipments to France, (the dates probably do not exactly coincide) and some sugar was diverted en route to France:

August	13,879
September	35,731
October	22,783
November	13,033
Total	85,426

During this period 236,777 tons of raws were shipped direct from Cuba to the Allies—a total of 327,133 tons to them since August 1.

Subsequent to granting the French permit up to 100,000 tons, the car shortage in this country rendered it impossible to secure an even distribution over the country, and it was arranged to shift some sugar among Allies to France and allow the distribution of some 30,000 tons of sugar intended for France in the Northeast, we proposing to help the Allies from Gulf ports or Cuba, as the case might develop. We have not yet been able to do so, although the Allied situation is to-day more critical than ever.

The Food Administration has conducted a systematic campaign for the reduction of individual sugar consumption. The reduction has shown in the decrease in candy sales, etc., but, on the other hand, a similar campaign for the preservation of fruit has increased consumption in that direction. This will reduce consumption later on.

In the face of the critical situation in England and France and the obvious

shortage in this country any discouragement to this campaign is a positive disaster.

Taking into consideration the stocks of raw sugar on January 1, 1917, the total net supplies from all sources—after deducting exports—from January 1 to September 1, 1917, were in the calculations of our statistical division about 3,287,000 long tons against 2,989,000 long tons in the same period of 1916, or an apparent net increase in supplies by about 300,000 tons. On the other hand the carefully compiled statistics of the Department of Agriculture show the net sugar retained in the United States for the past three years is as follows to the 30th of June each year:

1914	3,925,801 long tons
1915	3,851,327 long tons
1916	3,553,733 long tons
1917	3,777,640 long tons
Average for three years 1914-1916,	3,776,952.

Therefore, while the consumption for the fiscal year 1917 was 223,997 tons in excess of 1916, it was only 688 tons in excess of the average of the three previous years. Consequently, I am in doubt as to whether there was any real increase in consumption and as to whether the apparent increase cannot be accounted for as to differences in invisible stocks from year to year. A rough stocktaking by the Food Administration of supplies indicated on September 1 that there was in the hands of refiners, and principal storage houses about 300,000 tons. This has since been found by the Department of Agriculture to have been 325,000 tons. The stocks in these hands at the same date in 1916 are undeterminable.

Several explanations have been made of the supposed increased consumption and many explanations given.

A higher wage level and consequent higher standard of living and the increase due to increased dry area.

The largely increased amount of home fruit preservation.

Some household hoarding during the months of February, March and April upon the general alarm created by the declaration of war. The trade journals of this period will confirm the time of this run upon the sugar bank. In my opinion there has been a reduction in household consumption since July last.

No statistics on sugar consumption from year to year can be looked upon as precise because of the variation which may occur in trade supplies, of which there has been no collected data, and there is some evidence of increased holdings by the trade because of unsettled condition.

Taking into consideration all factors it is not certain, that there has been any increase in actual consumption and considering the increased canning use there may have been a decrease.

The average monthly consumption is about 350,000 tons, and there has been in October and November at least 70 per cent. of normal supply.

During the month of December, if cars are available, the beet manufacturers can distribute 150,000 tons and Louisiana could ship 50,000 tons. Overseas arrivals should amount to 40,000 or 50,000 tons. This, together with stocks, should maintain 70 per cent. of normal consumption, if cars were available. After January 1 arrivals from

overseas should rapidly increase. The movement into the Northeastern states has been the most difficult point, owing to the railway blockage and embargoes on the Eastern lines. One result is to give sufficient supplies in the area of free movement, and to cumulate the shortage in the Northeast. At the present moment about 140 cars of beet sugar alone destined for the Northeast are held up en route. By December 1 practically all Cuban old crop had been exhausted and under the Cuban embargo shipped either to the United States or the Allies.

My own conclusion is that the conflicting operation of the war declaration run on the sugar bank and the conservation measure have more or less neutralized each other; that the drain of the Allies on Cuban and American supplies denuded us of a margin of about 300,000 tons that we needed to maintain normal consumption instead of about 70 to 80 per cent. during the last three months of the year; that this shortage has been accentuated by the lack of cars to move Louisiana and beet sugar promptly to areas of greatest pressure; that there is not to-day, nor has there been, any supplies available which have not been brought into distribution.

There has been a constant administrative difficulty from month to month in being unable to forecast the Allied shipping position and the results from their reduced consumption and consequently of their needs.

Such statements that there have been or will be ample supplies of sugar available are not only wrong and opposed to every fact in the situation but if they are believed and acted upon by the American public will have done this country's war efforts incalculable harm. It is our stern duty to feed the Allies, to maintain their health and strength at any cost to ourselves. There has not been, nor will be as we see it, enough sugar for even their present meager and depressing ration unless they send ships to remote markets for it. If we in our greed and gluttony force them either to further reduce their ration or to send these ships we will have done damage to our abilities to win this war. To-day the number of soldiers we can send to France is limited by the ships we have available. If we send the ships to Java for 250,000 tons of sugar next year to piece out their ration we will have necessitated employment of the equivalent of eleven extra ships for one year. This in our present situation is the measure of transport and maintenance of 150,000 to 200,000 men in France.

The food bill contains no price-fixing powers and no price-fixing in a legal sense has been attempted, and there has been no restraint on competition below profiteering level.

In order to protect the public from profiteering and speculation, to protect it from 25 cent sugar in the face of a short supply, every element of the sugar production and sugar distribution in the country was called into conference and asked to voluntarily enter into undertaking with the Administration to prevent these things. The National necessity was pointed out to these men. They were appealed to on the ground of pa-

triotism to give their skill and co-operation to the undivided public interest in this time of National stress, to bury thoughts of personal gain and serve the Nation. They were appealed to to bury their trade fights and trade jealousies and work in the common interest. There are many interests to consider. The cane producers of Louisiana, the beet producers, the beet manufacturers, the Hawaiian cane producers, the cane refiners, the Cuban producers, the Allied necessities, the American consumer. These conflicting interests have much accumulation of hatred and bitterness.

It has been necessary to organize these groups upon a voluntary basis and to drive this team to the common good; the ultimate ends being:

1. To protect our producer and consumer.
2. To prevent speculation and extortion.
3. To supply the Allies.

The price of refined sugar to the consumer rose suddenly in August from $8\frac{1}{2}$ to $10\frac{1}{2}$ and 11 cents per pound. As a result of measures taken it has been reduced in the territory north and west of the Ohio and Mississippi to 8 and $8\frac{1}{2}$ cents or a reduction of from $1\frac{1}{2}$ to 2 cents per pound, and in the South and Atlantic seaboard states to $9\frac{1}{2}$ cents or a reduction of about 1 cent per pound.

The price of sugar rose from 10 cents to 30 cents during the Civil War when there was no restraint.

Sales of sugar from 16 to 20 cents per pound have been followed up vigorously and stopped and is evidence itself of the prices at which consumers would have been mulct had we not intervened. We have forfeited wholesale licenses in aggravated cases and we have issued warnings to first offenders in a great many instances through our local administrators.

The Food Administration took the following steps:

Suspension of speculation in futures in the sugar market. This step has necessarily discommoded the business of many persons who lived upon exchange operations, but stopped high prices being made for advanced position and the tendency of distributors to follow with their shelf stocks.

A voluntary agreement with the beet sugar producers by which the price of beet sugar was made 7.25 or about 1 to $1\frac{1}{2}$ cents below the price then ruling and its universal distribution provided for. A voluntary agreement of the California Hawaiian refinery to adhere to the beet basis, despite the higher basis for cane sugar in the East.

An agreement with the Louisiana producers by which the price was limited to 7.80 granulated.

A request to American refiners not to pay more than a 6.90, duty paid at New York, for import raws. Sales had been made as high as 7.77. The balance of Cuban old crop sugar available has been bought at this price and distributed either in the United States or by the Allies at these prices, and that this sugar has already come into the market is sufficient answer to the charges that this action prevented the sugar from reaching the American consumer.

A regulation limiting the profits of refiners.

A regulation limiting the profits of wholesalers and dealers.

A widespread propaganda informing the public of the maximum price they should pay retailers and that wholesale prices were not to be raised and a ruling that retailers charging exorbitant prices would have their supplies cut off.

The Food Administration of course has no ability to control retail prices except by public opinion but all these measures have resulted in maintaining a price of from $8\frac{1}{2}$ to $9\frac{1}{2}$ cents, granulated, retail, depending upon the locality and therefore the necessary freight differences.

Every one cent raise in sugar from September 1 to January 1 means \$18,000,000 to the American consumer. Numbers of gentlemen would tell you that 20 cent sugar would have prevailed and the public robbed of \$180,000,000 this year if we had not taken these actions. I do not contend that they could not have been more efficient. They are as efficient as they could be with the feeble weapon of voluntary agreement that we have been able to wield. Had the right not been stricken out of the Food Bill for us to purchase sugar directly for the Government both the price and the distribution could have been handled more efficiently.

Control of Cane Refiners Profits.

Immediately upon the establishment of the Food Administration, an examination was made of the costs and profits of refining and it was finally determined that the spread between the cost of raw and the sale of refined cane sugar should be limited to \$1.30 per hundred pounds. The pre-war differential had averaged about 85 cents and increased costs were found to have been imposed by the war, in increased cost of refining, losses, cost of bags, labor, insurance, interest and other things, rather more than cover the difference. After prolonged negotiations, the refiners were placed under agreement establishing these limits on October 1, and anything over this amount to be agreed extortionate under the law. In the course of these investigations, it was found by canvass of the Cuban producers that their sugar had during the first nine months of the past year sold for an average of about \$4.24 per hundred, f. o. b. Cuba, to which duty and freight added to the refiners' cost amounted to about \$5.66 per hundred. The average sale price of granulated by various refineries according to our investigation was about \$7.50 per hundred or a differential of \$1.84. In reducing the differential to \$1.30 there was a saving to the public of 54 cents per hundred. Had such a differential been on use from the first of January, 1917, the public would have saved in the first nine months of the year about \$24,800,000.

Next Year.

With a view to more efficient organization of the trade in imported sugars next year, two committees have been formed:

1. A committee comprising representatives of all of the elements of American cane refining groups. The principal duty of this committee is to divide the sugar imports pro rata to their various capacities and see that absolute justice is done to every refiner.

2. A committee comprising three rep-

representatives of the English, French and Italian governments; two representatives of the American refiners with a member of the Food Administration. Only two of the committee have arrived from Europe but they represent the Allied governments. The duties of this committee are to determine the most economical sources from a transport point of view of all the Allies, to arrange transport at uniform rates, to distribute the foreign sugar between the United States and Allies, subject to the approval of the American, English, French and Italian governments.

This committee, while holding strong views as to the price to be paid for Cuban sugar, has not had the final voice, this voice has rested in the governments concerned, together with the Cuban government and I wish to state emphatically that all of the gentlemen concerned as good commercial men, have endeavored with the utmost patience and skill to secure a lower price and their persistence has reduced Cuban demands by 15 cents per hundred. The price agreed upon is about \$4.60 per 100 pounds, f. o. b. Cuba, or equal to about \$6.00 duty paid New York. This price should eventuate to about \$7.30 per hundred for refined sugar from the refiners, at seaboard points, or should place sugar in the hands of the consumer at from $8\frac{1}{2}$ to 9 cents per pounds depending upon locality and conditions of trade, or at from 1 to 2 cents below the prices of August last and from $\frac{1}{2}$ to 1 cents per pound cheaper than to-day.

There is now an elimination of speculation, extortionate profits and in the refining alone the American people will

save over \$25,000,000 of the refining charges last year. A part of these savings goes to the Cuban, Hawaiian, Porto Rican and Louisianian producer and part to the consumer.

Appeals to prejudice against the Food Administration have been made before this committee because the Cuban price is 34 cents above that of 1917. It is said in effect that the Cubans are at our mercy, that we could get sugar 1 cent lower. We made exhaustive study of the cost of producing sugar in Cuba last year, through our own agents in Cuba, and we find it averages \$3.39 while many producers are at a higher level. We found that an average profit of at least 1 cent per pound was necessary in order to maintain and stimulate production or that a minimum price of \$4.37 was necessary and even this would stifle some producers. The price ultimately agreed was 23 cents above these figures, or about one-fifth of a cent per pound to the American consumer and more than this amount has been saved by our reduction in refiners profits. If we wish to stifle production in Cuba, we could take that course just at the time of all times in our history when we want production for ourselves and the Allies. Further than that, the State Department will assure you that such a course would produce disturbances in Cuba and destroy even our present supplies—but beyond all these material reasons is one of human justice. This great country has no right by the might of its position to strangle Cuba. Therefore, there is no imposition upon the American public. Charges have been

(Continued on Page 30)

American Sugar Refining Company

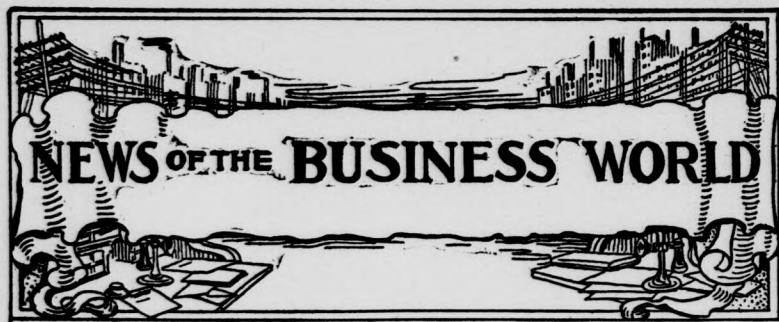
Reduce your bag and twine expense by selling

Domino Package Sugars

These neat, strong cartons and cotton bags of clean cane sugar are always ready to put into your customers' hands.

American Sugar Refining Company

The Most Complete Line of Sugar in the World



Movements of Merchants.

Paw Paw—Max Benton succeeds H. J. Dunbar in the plumbing business.

Rapid River—Dr. Baker, recently of Engadine has engaged in the drug business.

Scottville—E. M. Brooks has enlarged his undertaking parlors by leasing additional store room.

Coleman—William Howe has sold his hotel to Napoleon L. May, recently of Detroit, who has taken possession.

Belding—Miss Allie B. Sabine, of the millinery firm of Stanton & Sabine, died Jan. 11, following a short illness.

Harbor Springs—E. P. Marshall & Son have closed their hardware store for the winter, resuming business May 1.

Coleman—Fire destroyed the harness stock and store fixtures of D. P. Burk, Jan. 8. The loss is covered by insurance.

Vicksburg—S. G. Notley has installed new fixtures, refrigerator display cases, a new slicer and modern scale in his meat market.

Holly—The new plant of the Holly Grain & Produce Co. is nearing completion and will be open for business about Feb. 1.

Hersey—William Echlin has closed out his meat stock and removed to Evart, where he has engaged in the livery business.

Butternut—H. J. Campbell has closed out his stock of general merchandise and will devote his entire attention to his cheese manufacturing business.

Grand Haven—John Mulder, proprietor of the Square drug store, has purchased the stock of the Thieleman Drug Co. and will continue both stores.

Olivet—The Eaton Packing Co. has retired from business and the former manager, Hugh Brainerd, has engaged in a similar business under his own name.

St. Louis—Caplan Bros., general merchants at Baldwin, have purchased the stock and fixtures of the Slater Dry Goods Co. and will take possession Feb. 1.

Howard City—A. Oliviero, proprietor of the Philadelphia candy store, has sold his stock to Demaria Carlo, of Pittsburgh, Pa., who will take immediate possession.

Plainwell—Hyder & Kelly, meat dealers, have dissolved partnership and the business will be continued by Mr. Kelly, who has taken over the interest of his partner.

Reading—F. E. Abrams, of Fremont, and J. H. Zimmerman, of Ray Center, have formed a copartnership and purchased the A. W. Branch & Co. drug stock and store building and will continue the business under the style of Abrams & Zimmerman.

Muskegon Heights—The Muskegon Heights Bazaar Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$9,000 has been subscribed and paid in in cash.

Cadillac—Seegmiller Bros. have discontinued the sale of tobacco in any form in both of their grocery stores, owing to their belief in the harmfulness of the weed.

Carson City—N. H. Geller has purchased the interest of Joseph Bower in the hardware stock of Bower & Geller and will continue the business under his own name.

Whitehall—Glenn H. Johnson has purchased the interest of George Dixon in the drug stock of Johnson & Dixon and will continue the business under his own name.

Westphalia—A. Snitgen has sold his interest in the A. Snitgen & Co. stock of general merchandise to Leo Hegesbach and the business will be continued under the same style.

Muskegon—The Veitenheimer-Patterson Shoe Co. has dissolved partnership and the business will be continued at the same location, 109 West Western avenue, by J. Veitenheimer.

Dowagiac—The stock of drugs, druggists' sundries and store fixtures of the late R. Lewis has been purchased by local parties, who have placed Homer Phelps in charge to close it out at special sale.

Bangor—James P. Ryan, who has conducted a general store here for many years, has practically completed negotiations for turning his stock over to the Bangor Co-Operative Co., a newly organized company with a capitalization of \$30,000.

Morrice—Ira Hempstead, general merchant at Nicholson, had a narrow escape from death last Saturday. He drove onto the tracks in front of a West bound fast freight. The engine struck the front of the car, smashed the radiator, broke both front wheels and windshield, but left Mr. Hempstead seated in his machine uninjured. He had been to the M. U. T. depot for goods and was crossing the Grand Trunk track on his way back when the accident happened.

Manufacturing Matters.

Redford—The Krugler Hardware Co. has increased its capital stock from \$5,000 to \$25,000.

Adrian—The Clough & Warren Co. has decreased its capital stock from \$200,000 to \$25,000.

Detroit—The Detroit Food Products Co. has changed its name to the Card Dusenbury Co.

Port Huron—The McMorran Milling Co. has increased its capital stock from \$12,000 to \$50,000.

Detroit—The Wolverine Machinery and Supply Co. has increased its capital stock from \$10,000 to \$40,000.

Lawrence—The Lawrence Home Bakery, Ernest Ickes manager, has closed its doors, owing to the shortage of sugar.

Sheridan—The Sheridan Furniture Co. has been organized to manufacture a line of chairs and library tables, commencing about Feb. 1.

Detroit—The Rice-Munn Co. has been incorporated with an authorized capital stock of \$10,000, which has been subscribed and paid in in property.

Saginaw—The Alma Electric & Battery Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed and \$4,500 paid in in cash.

Detroit—The Van Antwerp Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed, \$8,000 being paid in in cash and \$12,000 in property.

Kalamazoo—The Leonard Air Washer Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Kalamazoo—The Kalamazoo Carton Co. has increased its capital stock from \$50,000 to \$125,000 and taken over the Kalamazoo Label Co., continuing the business in connection with its own.

Detroit—The International Motor Truck Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, and \$6,000 paid in in cash.

Sagola—The Northern Sawmill Co., manufacturing and dealing in forest products, has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed, and \$60,000 paid in in cash.

Detroit—The School Supply Co., manufacturing and selling school and office supplies, has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$150 paid in in cash and \$850 in property.

Detroit—Charles W. Kotcher has merged his lumber business into a stock company under the style of the C. W. Kotcher Lumber Co., with an authorized capitalization of \$600,000, all of which has been subscribed, \$35,088.75 being paid in in cash, and \$584,911.25 in property.

It Illustrates the Five Senses.

Articles appropriate to each sense were displayed recently by a department store. For hearing, the store showed phonographs, telephone appliances, and similar goods; for smell, perfumes and powders were exhibited; and each sense as treated in this way. The display manager added a sixth sense—common sense—which brought out other articles for shoppers to look over.

The Cutler Automatic Stereoptican Co., manufacturing and selling stereoptican machines, has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed, \$6,000 paid in in cash and \$4,000 in property.

No man buys what he never heard of.

Late Banking News.

Jonesville—The Farmers' State Bank of Jonesville has reorganized with a capital stock of \$50,000.

Paw Paw—John W. Free, President of the Paw Paw Savings Bank, of which he was one of the founders in 1886 and the active executive officer all these years, resigned Jan. 1 and formed the John W. Free & Co. Banking institution. With him is associated Frank C. Stapleton, for five years cashier of the Citizens State Bank of Decatur.

Cadillac—George G. Brown, for four years Cashier of the Cadillac State Bank, has resigned to take up new duties with the lumber firm headed by Charles T. Mitchell. The new Cashier of the State Bank is Frank Welton, a former Grand Rapids business man and more recently Cashier of the First National Bank of Hollywood, Cal.

Milford—Frank M. Lansing, Cashier of the Brighton State Bank has resigned to take a similar position with the Milford State Bank, where he began work last week.

Custer—Dr. L. H. Duguid has sold his interest in the Custer Bank to Tracy Bloomer, of Scottville, who will become Cashier. Mr. Gordon, who has been Cashier since the opening of the Bank, expects to leave in about three weeks, but at present has not decided where he will locate.

Pontiac—Stockholders of the Pontiac Savings Bank voted to increase the capital stock of that institution from \$100,000 to \$200,000, at their annual meeting. They decided to declare a stock dividend of \$50,000 and to dispose of the remaining \$50,000, offering it to the present stockholders first. Should any remain untaken it will be offered outside. The Bank which thus doubles its capital stock was originally organized in 1898 with a capital stock of \$50,000, increased on July 1, 1912, to \$100,000. The assets at that time were one and a half millions. The Dec. 31, 1917, statement showed assets in excess of four million dollars. The stockholders felt that the increase of capitalization was advisable to increase the Bank's strength.

The pre-war plans Germany made for the invasion and subjugation of this country were so complete in detail as to include a tentative form of government for every city Germany proposed to occupy. The Tradesman has in its possession the names of the pro-German citizens of this city who had been selected by a member of the German diplomatic staff to act as the Kaiser's representatives in the municipal administration of Grand Rapids. These names and the positions assigned them in the Germanic schedule will probably be disclosed in the near future. There will be a lively scrambling when the disclosure is made.

The Safety Burglar Alarm Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,450 being paid in in cash and \$1,050 in property.

The Hill Drug Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed and paid in in cash,



The Grocery Market.

Sugar—The market is unchanged in price, but the scarcity continues. A more perplexing problem than the handling of sugar sales never confronted the retail grocer.

Tea—Although the market still presents a quiet appearance, demand is better than it was and shows signs of gradual improvement. Much difficulty is experienced in shipping goods, owing to the freight congestion, and equal trouble is caused in moving stock arriving. These conditions have existed for weeks but seem to be steadily getting worse. For the latter reason stock available for immediate delivery remains exceedingly scarce, and as most of the demand is for goods in that position, business is greatly hampered. Under the circumstances higher prices would appear to be warranted, and that they are inevitable as a consequence of conditions that operate to control the movement present and prospective, is an opinion held in many responsible quarters, but the general belief seems to be that a material advance is not apt to occur until early spring when the distributing trade will be forced by their requirements, which by that time will begin to make themselves imperatively felt, to take hold much more freely than they are now inclined to do.

Coffee—The concessions previously made on Rios do not appear to have been sufficiently marked to encourage buyers to change their waiting attitude. Santos are unchanged, but quotations are somewhat irregular. The market is dull, with prices nominal.

Canned Fruit—There is no business of importance being transacted in this market for the reason that there are no special offerings, especially for commercial purposes, although the Government is constantly in the market for whatever it can pick up.

Canned Vegetables—So far as replenishment of jobbers' stocks is concerned the past week has been very quiet, with no indication of any earnest desire on the part of wholesalers to make further purchases at this time. The biggest factor in the situation is that of transportation and this involves the whole scheme of the movement of goods from the time they leave the grower until they are deposited in the retailers' stores whether in this country or abroad. Labor is, of course, one of the great essentials, but in addition the volume of goods to be moved within a given time is so great that the facilities available are wholly inadequate. This applies not only to freight cars, but to motive power, to terminal facilities, to barges and lighters and to trucking through the streets. It applies to lack of ocean trans-

portation, to congestion on the docks abroad, to being crowded off the railroads by military supplies and by lack of labor at every point. It seems as if everything in the world has to be moved immediately from one place to another and which, after all, is an impossible task. Everything is affected and the canned goods trade not the least of all. There is almost a Chinese wall around the Metropolitan district so that goods from the outside come in very slowly. There are goods still on wheels which should have been here weeks and months ago. Retailers are clamoring for these goods and jobbers are unable to supply them, so that anything on the spot that is offered on a reasonable basis can be sold without much trouble merely to fill in these gaps. There are some exceptions, but generally speaking this condition prevails.

Canned Fish—There is no special demand on the spot for salmon for domestic purposes, although there is a little enquiry here and there for export. It probably would not be very difficult to find offerings if any demand should spring up, as spot supplies are said to have been increased by offerings for resale of salmon that was intended for export, but the shipments of which have been indefinitely delayed.

Dried Fruits—Interest in the dried fruit situation has not increased specially from the buyers' standpoint although it is said that there have been some sales of small sized prunes about on a 7c basis by outside packers. This compares with 5 3/4c which the Association is charging buyers whose contracts have had to be amended because of the fact that the Government has taken the large sizes originally intended for delivery on these contracts. The Association will not sell additional lots at this price, but will merely complete the old contracts. Hence, in anticipation of the increased demand for small sizes for civilian use, outside packers are asking the 7c base. Local buyers are not satisfied with the situation in regard to the forced amendment of contracts and they seem to think that inasmuch as the prunes taken for the Government were really their property any profit resulting from the Government purchase should be theirs and not that of the Prune Association. Reports from the Coast indicate that the Raisin Company is making a hard drive to get all its growers signed up. There appears to be some reluctance in certain quarters to come again into the fold of the Association on the part of growers who think that under present conditions of demand they can go it alone

and make even more money. They all admit they have prospered under the contract of the Association, but now think they can do just as well without.

Spices—The market is very firm owing to the depleted condition of spot supplies, and the difficulties of drawing offerings for shipment from the Orient on account of the lack of tonnage. Singapore and Muntok white peppers are almost unobtainable on the spot, and though several cars are on the way from the Pacific Coast the date of their arrival is very uncertain. All red peppers are extremely scarce, while the small stocks of cassias have been further concentrated. All grades of nutmegs show an upward inclination on light supplies and increased demand.

Rice—The market still has a very quiet appearance, as buyers are not inclined to anticipate requirements. Stocks are limited by the slow arrivals, and there is no pressure exerted to effect sales. There is consequently a firm tone to the market and no price changes to record.

Corn Syrup—Prices are firmly maintained under a steady demand, with little or nothing obtainable for prompt delivery.

Molasses—Supplies continue light and are absorbed as fast as received. The market is firm on the basis of previous quotations.

Starch—The market continues steady on the basis of quotations.

Nuts—There is a very light demand at the present time, and in some respects the market is a shade easier, especially for imported nuts. Domestic nuts, however, continue steady.

Used Frozen And Dried Egg Products.

Under Federal Control and the stimulus of active competition in manufacture and sale, the quality of frozen eggs and dried egg products is now above complaint. Yet the prejudice against such food stuffs, due to bad methods and practices of years ago, still remains to some extent, so that some bakers still use shell eggs exclusively.

Owing to the shortage of sugar the consumption of these products by bakers and confectioners has materially decreased. The stocks of frozen and dried egg products now on hand are large, while stored eggs are rapidly moving to the markets and fresh eggs are not yet appearing in quantity. This is liable to lead to a shortage and high prices for shell eggs for uses to which the frozen and dried products are not adapted.

The United States Food Administration is urging bakers to use as few shell eggs as possible in their baking, and the substitution of these products, thereby conserving shell eggs to be used by the public in place of meats.

A. Goldberg has purchased the grocery stock of J. A. Wheeler, at 578 Michigan street, and will continue the business at the same location.

More than one man has been ruined because he could not get away from an advertising idea with which he fell in love.

Review of the Grand Rapids Produce Market.

Apples—Winesaps and York Imperials, \$2 per hamper; Baldwins, Greenings and Wagners, \$3.50 per bbl.; Northern Spys, \$6@7 per bbl.

Bananas—\$4.50 per 100 lbs.

Beets—\$1.25 per bu.

Butter—Local dealers hold extra fancy creamery at 48c for fresh and 44c for June cold storage; centralized brings 1@2c less. Local dealers pay 40c for No. 1 dairy in jars and 30c for packing stock.

Cabbage—\$3 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.75 per doz.

Celery Cabbage—15c per bunch for California.

Cranberries—\$18 per bbl. for late Howes; \$9.25 per 1/2 bbl.

Eggs—Local dealer pay 50c for strictly fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 47c; firsts, 45c; seconds, 41c.

Figs—10 lb. layers, \$1.65; 20 8 oz. packages, \$1.85; 12 10 oz. packages, \$1.25.

Grape Fruit—\$4@4.75 per box for all sizes Floridas.

Grapes—California Emperor, \$6.25 per keg or \$3.25 per crate; Malaga \$8@9 per keg.

Green Onions—Shallots, 65c per bunch.

Green Peppers—65c per basket for Southern grown.

Honey—22c per lb. for white clover and 20c for dark.

Lemons—California selling at \$7.75 for choice and \$8.25 for fancy.

Lettuce—14c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed nuts, 16 1/2c.

Onions—Home grown command \$3 per 100 lb. sack; Spanish \$1.65 per crate.

Oranges—California Navals, \$5.25@6; Floridas, \$5@5.50.

Oysters—Standards, \$1.85 per gal.; selects, \$2.25 per gal. Shell oysters, \$9 per bbl. for either Blue Points or Cotuits; 75c per 100 for Blue Points and \$1.25 per 100 for Cotuits.

Potatoes—Up State buyers are paying \$1@1.25 per 100 lbs.

Radishes—35c per doz. for home grown hot house.

Spinach—\$1.50 per bu. for Southern grown.

Sweet Potatoes—\$3.25 per hamper for 1 lb dried Illinois.

Tomatoes—30c per lb. for hot house.

Using a Slogan For a Name.

Advertising and selling his goods under the trade-mark "Talbot Quality," an ice cream manufacturer takes advantage of his plant's location on a prominent main thoroughfare. He emphasizes his high standard and recalls his slogan to the minds of those who ask, for on the side of the building where the eye is accustomed to glance for the street signs, his plant bears two slightly larger signs with the words—"Quality Corners."

MUST RIGHT ABOUT FACE.

The utterly wretched and indefensible manner in which the War Department is sending soldiers to France without rifles, ammunition, machine guns, cannon, shells, overcoats, socks, army shoes, underclothing and other necessary articles of apparel and warfare, finds a counterpart in every avenue of life in this country.

The transportation system of the United States has completely broken down. It frequently requires a month to three months to get a shipment of freight from New York to Grand Rapids. It takes from ten days to two months to get an express shipment from Grand Rapids to Buffalo. It frequently requires five days to get a letter from the South end of the city to the business district of Grand Rapids—a distance of two or three miles.

The efficiency of the manual workman has almost become a thing of the past, due to the opposition of the labor unions to the apprenticeship system. Because of this opposition and the enforced curtailment of individual output by labor union propaganda, we have become a Nation of slackers, slovens and slouches. There is no incentive on the part of the union worker to become a competent mechanic, because the possession of a union card entitles him to the scale rate of wages, no matter how much of a botch workman he may be. Because the carpenters' union of Grand Rapids—and the same is true of other localities as well—will take anyone into full membership and affiliation who has a hammer and saw and the price of the initiation fee, there is not a good carpenter mechanic in the city. When local contractors have fine homes to build which require good joints, they are compelled to send to Buffalo or Milwaukee for skilled workmen who have learned their trade under the rigid apprenticeship system of the European countries.

The same unfortunate condition prevails in every walk of life. The country is full of book-keepers who are not accurate, stenographers who cannot spell, salesmen who cannot sell, directors who cannot direct, managers who cannot manage, superintendents who cannot superintend. The occupants of these positions may be drawing princely salaries, but their incompetence is manifest at a glance. They exhibit their weakness by their lack of grasp, their failure to make the most of their positions, the contempt in which they are held by the workers under them and their eagerness to stop and visit with every passing stranger who happens along.

The same tendency in the general demoralization of the worker is seen in the disposition of idlers and triflers to visit business establishments where they have no license to monopolize the time of paid employees, and who frequently remain for hours, to the great annoyance of the employer or manager. As between taking the time of an employe in such manner and deliberately stealing money from the cash drawer, there is no difference in result. The latter method of theft

really involves less loss to the employer, because it frequently happens that by delaying work at a critical period, the efficiency of other employes who are awaiting the action of the idling employe is seriously impaired.

If we ever expect to become an efficient Nation—efficient in peace as well as in war—we must right about face, abolish all unnecessary conversation and all superfluous visiting and idling, abandon the superficial spirit which now prevails and take a more serious view of things. We must improve every hour in the day and every minute in the hour. We must restore the apprenticeship system in all lines of manual labor, so that our boys may become mechanics and experts, instead of idlers and triflers.

We must abolish the closed shop, the level wage scale and the restricted output if we are to maintain our standing as a manufacturing Nation. Our reputation as manufacturers has been built up on the basis of the open shop and the liberty of the individual. To replace them with the closed shop and the union serf will usher in an era of decadence.

All the lost time is not confined to the membership of the labor unions by any means. The spirit of the union slacker is so contagious that it has permeated every walk of life, leaving its slimy trail in the ranks of every line of human endeavor.

Especially during the war should we realize that we are all soldiers of the Republic, enlisted in the common cause to achieve results through the abandonment of all the pernicious abuses which have been permitted to creep into our body politic during the piping times of peace which have so long prevailed in this country that we find it hard to realize that we are now at the threshold of a new era when every man, woman and child is expected to do his duty—and do it all the time.

Rabbi Freund, of Temple Emanuel, caught a Tartar when he undertook to admonish Mel Trotter for calling the German people a "gang of rummies." If the Rabbi is an American citizen, he could be in better business than defending his Germanic ancestors in the face of the indescribable atrocities they are committing every hour under the direction of the German general staff. The only satisfaction the Rabbi got out of Trotter was that Trotter apologized to the rummies. Trotter's grandfather was born in Germany, but he appears to be more concerned in telling the truth about the German beasts than the man whose descent from barbarians is less recent.

The Mary Free Bed Guild of Grand Rapids is entitled to commendation for its patriotism in voluntarily placing an embargo on the presentation of any selections of Teutonic origin in its musical programmes this season. To permit the presentation of anything Germanic, in view of the bestial attitude of the German people, would be so contrary to American ideas and American principles that patriotic audiences would not tolerate it a moment.

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McCRAY

SUCCESSFUL SALESMEN.**Fred R. Smith, Representing the Oelerich & Berry Co.**

Fred R. Smith was born on a farm near Aylmer, Elgin county, Ontario, Aug. 9, 1879. His antecedents were English on his father's side and Scotch on his mother's side. When he was 17 years of age he came to the United States, locating in Plymouth, where he worked on a farm for about six months. He then came to Grand Rapids, where he secured a position as motorman for the Street Railway Company. Several years later he was appointed a patrolman, which position he filled for seven years. Believing that he could make a success of selling goods on the road, he secured a position as traveling representative for the Davies-Young Soap Co., of Dayton, Ohio, covering Southern Michigan. His experience with this house was so satisfactory that he subsequently engaged to cover the entire State for Franklin Baker & Co., of Philadelphia, with whom he remained a year. Four years ago he was offered the opportunity of a lifetime—to sell molasses for the Oelerich & Berry Co., of Chicago. He sees his trade twice a year, selling the retail trade through the jobber. His territory includes Western Michigan, the Saginaw Valley, thence a strip running Southwest to Elkhart, Ind.

Mr. Smith was married July 20, 1900, to a Canadian lady. They have a boy 8 years old and reside in their own home at 1309 Dunham street. Mr. Smith is a member of the Wealthy

Avenue Baptist church, Odd Fellows Lodge No. 11 and the I. C. M. A. He attributes his success to hard work and to keeping everlastingly at it, but one glance at him discloses the fact that he is the possessor of a winning way and a pleasant personality which enables him to make himself an important factor in any posi-

**Fred R. Smith**

tion he may assume or any environment in which he may be thrown.

Like all well-regulated men, Mr. Smith has a hobby. It is not a fast horse or a craze for base ball or a passion for fishing—it is an ambition to cultivate the finest garden in Grand Rapids. Those who saw his garden last summer and fall and noted the remarkable results he obtained from

a little space only 40 x 45 feet, insist that he has gotten the art of gardening down to a science. He attributes his ability along this line to the fact that he learned how to make things grow when he lived on a farm as a boy and has never forgotten how to produce remarkable results with Mother Earth as a ground-work.

Harvest Ice Now to Save Ammonia.

Our 1918 demand for ammonia in war industries will be so great, that the Food Administration Division of Chemicals urges the closest economy of ammonia in refrigeration. Cold storage and artificial ice concerns are urged to stop immediately all chemical loss of ammonia in their plants; have a chemical analysis made of circulating liquid, looking to the determination and elimination of any corroding elements thereon; return at once all the empty cylinders and containers to supply firms; utilize and store natural ice to the greatest possible extent, so that if ammonia is commandeered for ammunition, there will be a large amount of natural ice available. Construction of new artificial ice plants is to be discouraged, and manufacturers of artificial ice are co-operating with the Food Administration to close down unnecessary plants, and buy their ice from other manufacturers, thus decreasing labor, fuel, and ammonia requirements. Ice men throughout the country are working with the Division of Chemicals along this line, saving

ammonia which is needed by the War and Navy Departments and for food refrigeration in cold storage plants. Farmers and creameries are urged to store all the natural ice that it is possible to harvest, and great economies during the 1918 shipping season can be effected by icing cars of perishable food at country loading places from stores of natural ice put away now.

Wrapped Sugar Economical.

The shortage of sugar has led to a rediscussion of the economy secured by served wrapped lump sugar, a practice which some stewards report as economical, while others believe that unwrapped lump or granulated sugars are best. The managing steward of a big chain of lunch rooms says that wrapped sugar is most economical in his experience, and gives the following reasons: The cost of wrapping at the refinery is approximately 23 cents per thousand pieces. Many hotels and restaurants using unwrapped lump sugar have doled it out in small paper bags during the sugar shortage, a method that costs approximately 57 cents per 500 bags, each containing two lumps. Wrapped sugar is not touched by hands, being wrapped at the refinery by machinery. Where a guest uses only one piece of sugar there is no waste, as when two or more pieces of unwrapped sugar are served. This steward maintains that, contrary to general belief, granulated sugar is not as economical as lump sugar in service.



Barney Langelier has worked in this institution continuously for over forty-eight years.

Barney says—

"Giving Satisfaction—

Is the WORDEN plan of action."

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E. A. STOWE, Editor.

January 16, 1918.

TWO GREAT WORLD LEADERS

It is needless to waste words on the President's peace proposals. They speak for themselves. They look not merely to the terms on which the war must be ended, but far ahead to the future of civilized nations. They mark out a sort of Grand Charter for the liberty and democracy of the ages to come. Into his single proclamation, the President has gathered the hopes and plans which million have been cherishing—vaguely, it may be, or even blindly—for a new international regime. Diplomacy in the open and secret treaties thrown into the dust-bin; the seas free to all and artificial trade-barriers between the nations levelled; the rights of the smallest and weakest nationality safeguarded; ending of the mad competition in armaments; the creation of a League of Nations, both to enact and to enforce public law throughout the world. Here, surely, is a programme and a forecast fitted to appeal to the deepest instincts of humanity and to fill the prophets of a better day with solemn joy.

The immediate question is whether the President's enumeration of the fundamentals for which the United States is ready to do and suffer all will help to bring the German government and its allies to a better mind. Here we have, as yet, little but speculation to go upon. Certain inferences, however, appear to be well founded. It is evident that a perfect understanding now exists between Great Britain, France and the United States. It would not be surprising if the French Premier should soon add his voice to the voices of Lloyd George and President Wilson. In that way the perfect concert of opinion and of sympathy will be emphasized. But there are also important diplomatic conclusions to be drawn. It is an act of high diplomacy in which Lloyd George and Mr. Wilson have joined. Their first and chief aim may well be to "get the jump" on Germany. She was prepared to exploit with the Russians and the neutrals the liberality of her own terms of peace and to urge that it was only the unblushing imperialism and selfishness of England and the United States which prevented them from entering at once into a peace conference. Well, we now have the German proposals superseded by offers and stipulations far broader and more democratic. The initiative has, in other words, passed from the hands of the German gov-

ernment. It now finds the old diplomatic manœuvre brushed aside and the issue and responsibility squarely placed upon it. To-day the whole world sees that Germany must answer. She has before her the possibility of peace rooted in justice for all and guaranteed for the long future. Will she reject it, and bring more blood-guiltiness upon her head?

It seems fair to assume that Lloyd George and President Wilson had special information at command. Hints may have come to them in the round-about ways of diplomacy in war-time that a new and more definite and more moderate statement of the aims of the Allies in war and in peace would not be unwelcome in Berlin and in Vienna. Especially does it appear probable that London and Washington had evidence that something could be done to detach Austria and Turkey from arrogant and grasping Germany. Certainly Lloyd George used a more conciliatory tone towards both Turkey and Austria than he or Mr. Asquith or Mr. Balfour had employed before. This tone President Wilson echoes—indeed, he led the way a month ago in disclaiming any intention to dismember Austria. There seems to be a hope now of driving a wedge into the Teutonic Quadruple Alliance. This appears to be feared as it is resented in Germany. Even if there is no break-up, the Turkish and Austrian governments may now bring strong pressure to bear upon the German government, in order to force it to a more reasonable attitude. All this is, frankly, no more than diplomatic guessing; but we may be confident that Lloyd George and the President did not act as they did, and at the time they chose, without a reasoned motive. Whether this was such a hope as we have suggested, and whether it will be realized, we must wait for time and the event to tell us.

Neither the British Prime Minister nor the American President could have expected Germany to accept the terms now offered without altering them one jot. The principles laid down must be accepted; their application in detail is a matter for adjustment. There are several burning questions—the Balkans, the German colonies, the Turkish and Austrian provinces seeking autonomy and Alsace-Lorraine. But first we must know if Germany is willing to listen to reason, and see what kind of response her rulers will make to the magnificent appeals of President Wilson and Lloyd George for a peace built on foundations of righteousness.

WASTAGE CHECKED.

The entire canning industry is studying the problem of waste and lost motion just now, with a determination that promises great things for economical food production next season. At the recent meeting of New York State canners one of the speakers enumerated the following preventable wastes which had come under his own observation recently:

He showed where one packer, with all his pipes well covered to preserve steam, and the exhaust, caught, condensed and introduced into the boiler water, thereby preheating it before use, was able to produce 15,000 cases

of peas on one and a half cars of coal; whereas another, using two cars, got but 10,000 cases. Another, using a 50-50 combination of hard-coal screenings with soft coal, made a big saving in his coal bill. One factory has drinking fountains on the second floor, as well as on the ground floor, thus saving loss of time by employees; while still another uses no such fountains, but allows the hands to take empty cans to be used as cups, and, dented and misshaped, finally thrown away.

One man uses his regulation cases for carrying the shelled peas, resulting in unhandy boxes from which the peas are spilled and wasted, together with the cases, instead of having properly constructed boxes for this purpose only, fitted with handles so that they may be raised and lowered without spilling. Some canners will close their season leaving their machinery clogged with the accumulations, whereas a heavy saving and better results from the machinery would be secured if all were properly cleaned, taken apart, well oiled, and the parts subject to rust painted with heavy grease. He showed where misjudgment in continuing old machinery, instead of replacing it with up-to-date, caused one packer to have an output of 550 cans of corn to the ton, which he was able to increase to 702 cans per ton when he finally made the change.

CANNED GOODS SITUATION.

Most jobbers seem to have completed their inventories, so that if they feel disposed to enter the market there is no particular reason now for them to hold back. Nevertheless, they are doing so, giving as an excuse the fact that their own customers are doing likewise. They are determined to feel their way and make purchases only as the occasion requires. Brokers throughout the country seem to be trying to stimulate business as far as possible, but there is not the vim in their efforts that there would have been in normal times. Evidently recognizing the fact that buyers will act conservatively, they are offering assorted cars rather than full cars and in this way trying to induce business. The trade at large has not as yet apparently come to a full realization of the fact that prices can no longer be offered as a special inducement for, although they may be somewhat lower than what the next man would sell at, they really mean nothing to the jobber, who is permitted to resell only at a normal advance, which means his expenses plus a reasonable profit. Inasmuch as jobbers are being watched pretty closely by the Government for any signs of profiteering, they are not inclined to take chances of losing their licenses, so that the position of the jobber now is merely that of a distributor, but is entitled to his regular wage for the office he performs. Any attempt on his part to assume the role of a speculator will be likely to get him into trouble, and most of them seem to think they have enough as it is without seeking any additional tribulations.

THE THIRD LIBERTY LOAN.

The time for the announcement of the Third Liberty Loan and its terms draws nearer. A decision on terms is difficult to make. The Secretary of the Treasury does not want to raise the rate above 4 per cent. For the next Liberty Loan a higher rate—if it has not already been discounted—would, other things equal, mean the further decline of railroad and corporate bonds and other securities bearing a fixed rate of interest. They would decline until their rate was on a level with the Liberty Bonds, taking into account higher yields necessitated by the fact that they are not quite so safe, and that nobody buys them purely on patriotic grounds. A higher rate for Liberty Bonds would therefore be regrettable. But if necessary to float the bonds, the rate must be raised. If a bond issue is attempted at 4 per cent. and fails, simply because the interest rate has not been placed high enough, the result would be more than regrettable. It would be disastrous.

The dilemma is this: How can the Government float a new loan at 4 per cent. when the 4 per cent. loan already on our market has been selling below par and last week touch a new low level a little above 96? Instead of paying 100 for new 4 per cent. Liberty Bonds, people could buy old 4 per cent. Liberty Bonds in the market for 3 or 4 points less. Yet to raise the rate to 4½ per cent. would be clumsy. It is hard to figure, and the quarter of 1 per cent. does not make a popular appeal. To raise the rate to 4½ per cent. may seem too much. The terms of maturity and redemption might be altered, and the 4 per cent. rate retained, but would these changes be understood and appreciated of the masses? The price of the Liberty Bonds now on the market might be raised by artificial means, but that might prove very expensive; the Government or the manipulators might have to buy back too many of the old bonds; the device might prove a boomerang, and moralists might question the ethics of it.

One plan remains: To make the new bonds nominally 4 per cent., indeed, but to offer them below par. This would probably touch Congress at a sore point. It would violate its most holy traditions, and shock its tenderest feelings. There was a tremendous fight in the Civil War in an attempt to allow the Secretary to offer Government bonds below the sacred par. But it is not a question of sentiment. It is a question of expediency. England has floated only one loan during this war at par. All its other loans have been below par. The loans of all the other governments at war, except the United States, have been offered below par. At 96.17, the 4 per cent. bonds running for twenty-five years yield 4¼ per cent. Offering bonds below par permits a finer adjustment than a change in the interest rate. And it makes an appeal more likely to strike the popular imagination.

Try to be one of the ancestors to be bragged about in the next century.

EVENTS MAKING FOR UNITY.

In looking over the events of the past year and considering the outlook for the coming year, so far as the religious world is concerned, there are two outstanding determining factors: First, the celebration of the Quadricentenary of the Protestant Reformation; and second, the war. These are not named in the order of their prominence, but simply in the order in which we have been preparing for them. Of course, thinking men realized for many years that the differences in the classes would eventually lead to some upheaval such as came about in the year 1914, but there were many of us who believed that the influence of Christianity was far deeper and that Christian civilization and treaties went farther than we found out was the case.

The Protestant churches have been preparing for years for the quadricentenary, expecting to develop by way of reminder much that was both of historical and of present interest. The preparation was not limited to any particular denomination or sect. Of course, the followers of Luther who bore his name were looked to to pave the way, but every denomination joined heartily in. Nor was the movement simply denominational or religious, but civic as well, for the cause of freedom owes a great deal to Martin Luther.

The religious celebration was considerably modified by the war. There had been some talk of postponing it altogether until the year 1921, but there were several things that militated against it. In the first place, all the preparations had been made. In the second place, it was realized that the Germany of to-day was not the Germany of Luther's time, and it was also clearly seen that three centuries of life in this country had brought us considerably nearer to Luther than we supposed. The President also stimulated this in his war message to Congress, where he closed with the identical words of Luther at the Diet of Worms: "We can do no other."

Many, too, felt that this was the time above all times to show a broad-mindedness which would take them above the feeling of hatred and of war, and would enable them to give credit where credit was due. At Wellesley College, for example, the quadricentenary was celebrated with this as an object.

The result of this celebration has been to draw all the religious bodies closer together. Emphasis has been laid on the democracy of Luther and on the fact that without him and his influence there could be no freedom such as we enjoy to-day. It was also seen that Luther's influence on the public schools was very great and that in the separation of church and State the American people are able to carry out Luther's doctrine even more fully than the people who hear his name.

The second determining factor is the war. This has affected practically all religious life, and we believe the results will be favorable, although at the same time we cannot overlook the great and serious problems which

the war has put upon us. The greatest event, religiously speaking, in this line was the remarkable feat of the Y. M. C. A. during the past year in raising its war fund. Too much praise cannot be given this organization for being on the ground almost as soon as the encampments themselves were started. Their equipment was splendid, their men able, and they were ready as no other organization was to enter into the field. They have been broadminded also, as far as all the religious denominations are concerned, and Protestant, Catholic, and Hebrew alike can use the opportunities which they have given. The Knights of Columbus started a similar campaign, although for a far less sum. Other denominations also have started campaigns for funds, but the Y. M. C. A. at the close of 1917 is there.

The churches have vigorously striven to select chaplains for the army and navy and have sent many of their best men with the service. They have also striven to give their best men as camp chaplains. This of itself has brought the denominations closer together. It is impossible for the Government to recognize all the various denominations, and it was necessary, therefore, that, in order to secure the appointments, everything Protestant should be done through the Federal Council of Churches.

The work of the Red Cross also during the past year cannot be too highly commended, as well as that of the various semi-religious organizations which have had in view the welfare of the men. All have striven earnestly and in a spirit of genuine co-operation to meet the needs and to back up our Government in this crisis.

The beginning of 1918 also finds more earnestness and seriousness among our people. Many things have been abandoned that were light and frivolous; men and women have had less heart for the things that used to occupy a large part of their lives. In the camps many men who have had no particular religious leaning, having been brought face to face with the serious things of life and with the great ideals for which our Nation is at war, have realized their religious obligation. An evidence of this is seen in the fact that, whereas at the beginning of the war those who gave Testaments away had trouble to find takers, now the Bible Society has all it can do to supply the demand.

In this connection, also, may be placed the revivals, led in the main by Dr. Sunday, and numerous others that have been going on all over our land. They have been brought about by the increased earnestness of the people, and they have also contributed very considerably to an increasing earnestness.

We cannot overlook the fact that the war has taken the very best men into the service, and so has depleted our seminaries for years to come. It has also held up the mission enterprises of the churches, so that little new work is undertaken, and the main thing at present is to consolidate what is there and to make active

what has in many cases long been dormant. All the denominations have given up the extensive building of new churches and extension work in America. There has been little diminution so far in the gifts that have been made for the sustenance of the churches. People seem to realize that the church is more necessary than they used to think, and they have been willing to deny themselves more that the church's work may continue. At the same time, however, they have demanded that the church get out of every dollar one hundred cents' worth.

Foreign missions have suffered possibly more than any other enterprise of the church. All the extensive German missions in foreign lands have had to be abandoned. Some of them have been taken over by American, some by English, some by others of the boards. In this respect England has shown remarkable fairmindedness. There has been no disposition to make capital of this situation. Besides the fact that it is hard to pay our missionaries at present in foreign fields, because of the interrupted means of communication, it is also impossible to send out new men and women into those fields because of the dearth here. The church has to reckon with the questions of the heathen world as to a fighting so-called "Christian civilization." Actually it has shown us how human we have been, but it is hard to make this plain to those to whom the Christian missionaries go.

The outlook for the coming year seems to be most promising. Hard problems are the church's best gifts. Men said that the denominations would never get together until they had to face an enormous task. This is the hope of the coming year—a greater unity in service and a more common understanding. When we are face to face with a task which is greater than all our energy, we do not question the shades of belief of the other man. If only he is ready and willing to put his shoulder to the wheel and to work with us, we are glad and thankful for his co-operation. At the beginning of 1918, therefore, the church can look forward to hard tasks, but with confidence in meeting them if she will but use her energy. The world never needed religion more than it does to-day.

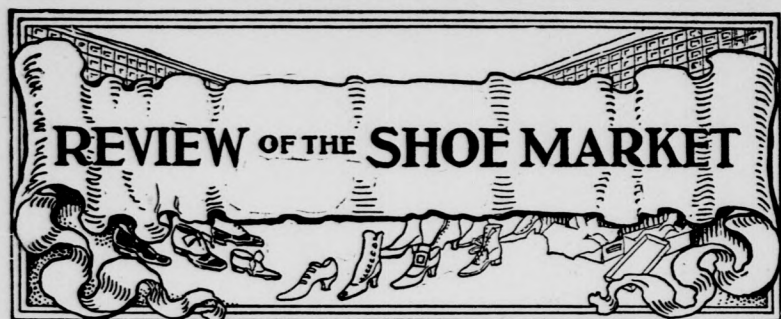
The stock of the Pullman Company is now hovering around 100, the lowest price in its history. Upon a time, in 1906, it sold at 270. The basic suggestion for the Pullman decline has been the gradual reduction of passenger service and the conviction that the Government, with an eye only to the prosecution of the war, will not tolerate luxurious passenger service if it interfere with freight business. The Pullman Company is not like a regular equipment company. It has not sold its Pullman cars to the railroads. It has rented them out; it is paid both on a passenger basis and on a mileage basis; and both bases seem likely to be further reduced. Therefore, what happens is that the Pullman Company will lose

or have reduced the interest on the capital which it has invested in Pullman cars. But on new business the outlook is not so bad. The Pullman Company manufactures not only Pullman cars, but subway cars and freight cars. It may be expected to get enough orders for these to keep it working to capacity. In the year ended July 31, 1917, the company earned 11.36 per cent. on its stock, the highest earnings since 1910.

The high cost of living has at last struck the Panama Canal Zone. The Canal Record complains that "white duck pants" cannot be had for love or money; that Persian dates refuse to emigrate from their native haunts; that the New York market has been swept clean of those necessary tropical spices of life, ketchup, chutney, and Worcestershire sauce; that persons accustomed to their rasher of bacon every morning for breakfast have to substitute salt fish. This paints a gloomy outlook for the men who guard the bracelet of two continents. While the canal was being built nothing was too good for the men engaged on that job. They were in the position of soldiers at the front, who have to be kept at top-notch. Now those that are left find themselves treated like ordinary mortals. They must not loiter in the lobster palaces of Colon and Panama, eating yams and tamales which might be supplied to the Allies; they must not let their children chew sugar cane at will; and they must not stoke up their furnaces unless the thermometer drops below eighty.

A German professor, writing in the Frankfurter Zeitung, discusses the psychology of keeping warm. Long ages of fuel plenty, he maintains, have caused the Germans to develop certain hallucinations on the subject of dwelling temperatures. In the days when they still ranged the impenetrable Rhetian forests and Dacian swamps, in their aurochs skins, painted a brilliant blue, they did not feel the necessity of 70 degrees Fahrenheit on returning to the squatting-room of their log huts. Only an effete civilization and long centuries of shameful ease have accustomed their bodies to tropical heat during the skating season. But now, since, in Belgium, Northern France, and Armenia, they have reconquered the old war-like virtues of their ancestors, why not acquire, once more as well the toughness of epidermis which will permit them to withstand the brutal onslaughts of the winter wind without artificial aids? Surely, in other respects, the national Teutonic cuticle has not degenerated from what it was in Caesar's and Tacitus's time.

A certain educational institution in this city, the Tradesman is sorry to record, is a hotbed of pro-German ideas, prejudices and propaganda. This institution owes its existence largely to the generous contributions given it by Grand Rapids people. Since it maintains German sympathizers on its staff, further contributions from the same source will probably never be forthcoming.



Concerning the Use of Fiber Soles.

Written for the Tradesman.

Sufficient time has now elapsed since fiber soles were introduced to enable one to gather up and set down some fairly well authenticated facts with reference to fiber as a sole leather substitute.

In general it may be stated that invention of a fiber substitute to relieve the tremendous strain on the production of sole leather, is one of the greatest achievements of American genius in recent years. Fiber soles have made good.

That is not saying, of course, that the perfect formula has been hit upon as yet, or that the manufacture of fiber soles has reached a point beyond which further progress cannot be made.

It is claimed that this material is not uniform. Neither is sole leather uniform, for that matter. Some of it is injured in the tanning; some of it is dry and brittle and the best results—especially in the matter of wear—cannot be obtained from it. Repairers and shoe manufacturers frequently have occasion to complain about sole leather stocks, and that in spite of the fact that they are willing to pay top prices in order to get the best materials.

No, there is not much to this charge of unequalness in fiber soles. As a matter of fact the material is really more uniform than one would think possible considering the short time in which it has been upon the market. And we must also recognize the fact that the manufacturers of this new material are striving all the while to overcome the difficulties that make for a lack of uniformity.

The claim has been made—and justly so—that fiber is a durable material; and yet, granting the truth of this claim, it may very well happen that there should be certain wear-requirements that fiber can not fulfill as sole leather. Heat, moisture and some other things must be taken into consideration. While the question of durability is not the most important one in connection with fiber substitutes, it does have a bearing on the general serviceability of the material. But the discussion of durability in connection with leather or fiber—and especially any effort to compare the durability of the two materials—is a waste of time; for the question must narrow down to cases. For a particular type of a shoe, to be worn under such and such conditions, one leather may be better than another; or fiber may be better than any kind of leather; while for another shoe, to be worn under quite a different set

of conditions, fiber may not be so good as leather.

But the point to bear in mind is, fiber has become fairly standardized in regard to wear-qualities. That is it may be counted on to stand up well as a substitute for sole leather. More intimate use of its nature and limitations, combined with special knowledge of shoemaking and the requirements of specific types of footwear, will enable the manufacturer or repairer to decide which material is best in specific cases.

Some people claim that fiber keeps the feet damp. While the percentage of rubber used in the manufacture of fiber is not large, perhaps it is large enough to occasion dampness to some feet. Some feet become damp even in shoes of leather soles, for that matter. Such people would relish the coming of the perfectly ventilated shoe—if that shoe ever materializes. Ventillation is the only solution for that condition. If one is troubled with damp feet, it would seem best to steer clear of fiber, for there is about 10 per cent. of rubber in the present materials. But not a very large number of people are so unfortunate, consequently this is not a general objection.

Shoe manufacturers have taken enthusiastically to fiber because it affords relief from a critical situation that would have been upon us if it hadn't been for the introduction of sole leather substitutes—namely, a dearth of sole leather. And the National Shoe Retailers' Association, at their annual convention held in Cincinnati a year ago, went on record as favoring its introduction wherever possible. And both manufacturers and retailers are moved to favor it not because it costs less (for there is very little actual difference in the cost), but because of this relief to a situation that was becoming more and more critical.

Some people are naturally a bit suspicious of anything that is proposed as a substitute for leather—especially in soles. They have come to feel that there is nothing quite so good as leather. And old prejudices die hard. But their objections will have to give way in the face of facts and experience.

And, for another thing, as I have indicated above, the material is being improved all the while. If there is any way of making it better, one may depend upon it, the material will be improved. Cid McKay.

Life is worth living except when the girl in the next apartment is practicing her piano lesson.

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8397 1/2—12 inch Oil Grain Blucher, 1/2 D S, 5 to 12\$4.50
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Grand Rapids, Mich.

This space is reserved for the largest manufacturers of work shoes in Michigan. Watch it! There is money in it for you.

Hirth-Krause Co.
Grand Rapids, Mich.

Activities in Michigan Cities. Written for the Tradesman.

Saginaw's new shipbuilding plant is about completed and the first keel will be laid in a few days. Hundreds of men are employed at the plant.

The Manistee Board of Commerce has re-elected the following officers for 1918: President, R. W. Smith; Vice-Presidents, E. Golden Filer and Edward Buckley; Secretary, John C. Beukema; Treasurer, George M. Burr.

The Charlevoix Commercial Association has re-elected these officers: President, J. L. Crane; Vice-President, A. A. Swinton; Secretary and Treasurer, Mason Rose. The organization was started two years ago as a Retail Merchants' Association and has broadened into a real community affair, with a membership of seventy-five. Aided by its efforts the county has bonded for concrete roads, local industries have been assisted, including the U. S. fish hatchery, better trade relations have been established with the farmers and the city now has a fund for advertising.

Coldwater is the twelfth city in Michigan, based on the volume of its money order business during December, standing far in front of its sister cities of Adrian, Hillsdale and Sturgis.

Sault Ste. Marie is in debt to the extent of \$634,250. Of this amount \$609,000 is for bonds, some of which were issued back in 1885. The officers of the commission form of government which has been established this year have a task on their hands to clean up this debt.

The city beautiful committee of the Saginaw Board of Trade is planning an active clean-up campaign in the spring.

Woodland now enjoys electric lights and electric power is also used at the two elevators, through connections with the Thornapple Gas & Electric Co.

Lawton has formed a Commercial Club, with forty-eight charter members and officers as follows: President, F. R. Gibson; Secretary, L. A. Packer; Treasurer, Charles C. Giddings. The next meeting will be held Feb. 13 and all farmers in that territory are invited.

Saginaw's municipal auditorium more than paid its way during 1917, despite increased operating expenses and the unusual number of meetings including Red Cross, Liberty loan and State conventions for which no charge was made.

Almond Griffen.

President State Grocers Endorses Hoover.

Petoskey, Jan. 14—I can not help but notice the loyal support you have given our food administration through the columns of the Tradesman. That article on the front page on the Hoover Schoolmaster seems to me ideal at this time. It has appeared to me from time to time that the retailer has had very limited recognition, but this has been due to the fact that manufacturers and jobbers have kept efficient counsel in Washington to advise with Mr. Hoover at all times, thereby protecting their interests. The retailer is making such an effort and John H. Schaefer is being maintained in Washington at the present time, which should have a wholesome effect on the situation.

The more I have seen of this food control, the better I have liked it and the more I have been convinced that Mr. Hoover is attempting to be fair and force economical conditions. This is a step forward and one we should have adopted ourselves. The control

of prices will also result in a saving to the retailer in case of decline, for he is not in it from a speculative standpoint, and when the average retailer attempts to speculate, he is generally playing the bigger fellows' game. A good illustration of this is the fact that we bought a car of flour at \$11.90 some time last spring. It went to about \$18, but this car was not shipped until several months afterwards, when it declined to a point equivalent to the price which prevailed when the purchase was made. The non-guarantee of delivery has made those things possible.

John A. Lake.

Wear Expected of Shoes.

It is very evident, according to authorities in the shoe trade in this city, that the thrift brought on by war conditions will result in a demand for shoes which will give the maximum of wear. Novelty colors and fancy styles, it is felt, will give place to practical shoes from which may be gotten the most service even though they may be a little less elegant in appearance. The condition that has prevailed for the last few years, which made the highest-priced lines the best sellers, it is generally agreed has gone, and moderate prices are predicted to be second in importance only to durability.

Bloomers of Wool Jersey Sought.

There has been a greatly increased call during the last week for women's bloomers made of wool jersey cloth, according to reports from several local manufacturers. It is pointed out by authorities in the trade that these garments are particularly desirable at this time because of their warmth. In colors, it is said that the trend is toward the darker shades, with navy blue and black among the leaders. Underskirts of this same fabric are also very much in demand just now, and the choice of colors here is about the same as in bloomers.

The Tradesman regrets to note that a certain pro-German traveling salesman who recently made a public confession of his alleged change of heart to his fraters is not going out of his way to re-establish himself in the good graces of the people he wronged during the time he stood in the light of an enemy of America and a strong supporter and bitter partisan of the Kaiser. Words without actions are mere mouthings which are intended to conceal the truth. In this particular case the professions of repentance are so diaphanous as to deceive no one—not even the closest friends of the "gentlemen," if such a term is applicable to a sycophant of the Kaiser.

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SERVICE SHOES

that will stand up under all conditions and tests are good ones on which to build your business.

The H. B. Hard Pan (Service) Shoes

have stood the test of time. Season after season they have been subjected to the severest test that any shoe could be put to by thousands of out door men in every walk of life.

They have stood up and today they are regarded as the standard in service shoe values. Dealers who have handled the H. P. Hard Pan shoe for years say it is more widely and favorably known than any other line they have ever had.

From the very first the aim of our factory has been to produce the best service shoe the market offered. By using at all times the very best of materials we have been able to maintain the high standard of quality in our line.

Your spring trade will demand a large number of service shoes. Prepare for that business now by laying in a supply of the H. B. Hard Pan Service Shoe.

You cannot go wrong on this line.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



End of Pessimistic Panic in Investments.

Written for the Tradesman.

Standing in the gateway of the New Year and looking resolutely forward the value of the lessons taught us in 1917 becomes plainly apparent. They have shown us there is no obstacle we cannot surmount, no tide we cannot turn and no blow we cannot ward off, provided the same spirit of loyalty, industry, thrift and unity actuates us. Already returning confidence is reflected in the securities market, and by this time, undoubtedly, many investors have regretted yielding to that arch fiend, fear, and sacrificing legitimate and sound securities. The lesson that the foundations of our industrial and economic progress are sound has been forcibly brought home to them. There is no structural weakness in our economic or financial condition. A general recognition of this fact will prevent a recurrence of the pessimistic panic of which many people must now feel ashamed. In the aggregate, as pointed out in last week's issue of the Michigan Tradesman, our corporations are paying out more dividends and interest to the holders of their securities than at any previous period in their history. There are no soup kitchens or bread lines. On the contrary, there is a scarcity of labor, which has resulted in the highest wages ever paid in the history of this country. It must not be taken from this that business life in 1918 will be a bed of roses. There will be obstacles to meet and sacrifices to be made. But it does mean that there should be exercised calm courage and an abiding faith that this great Nation, built upon the foundation of right, is rising to even greater heights of greatness. All that is necessary to have it continue on its upward path is the unabated use of American grit and the practice of the Golden Rule in business, the rule which has enabled this country to become the greatest co-operative organization in the world, not by the divine right of kings, but through the divine right and mighty will of the people themselves.

An idea of how important public utilities have become in the eyes of the investment world can be formed from a report made at the convention of the Investment Bankers Association of America. It shows there is no class of securities—not excepting the railroads—that is so widely distributed as the bonds and stocks of electric railway, gas, power, light, telephone and other public utility companies. The average holdings are small, and while very large amounts

of utility securities are held by the large insurance companies and banks, they are also widely distributed in the smallest denominations among a multitude of small investors. More than \$4,500,000,000 are invested in electric plants, nearly \$5,000,000,000 in electric railways, \$3,500,000,000 in gas plants, \$1,500,000,000 in telegraphs and telephones and probably half a billion more in equipment and supplies for these utilities in the hands of dealers, a total of \$15,500,000,000 of the people's savings devoted to the conservation of energy in the public service.

The next National loan will be designated officially as the "Third Liberty Loan"—not the Victory Loan, Freedom Loan or Peace Loan, as suggested. Posters and other advertising matter are now being prepared bearing this title. The loan will be floated some time after Feb. 1 for an amount and at an interest rate as yet undetermined.

Pessimistic remarks have been made regarding the loans made to the Allies by the United States, and the wisdom of this policy has been questioned. The fact should be taken into consideration that this money, or very little of it, leaves the country. To cover Allied purchases in the United States during the month of January the United States Government on Dec. 29 extended additional credit to the Entente nations as follows: Great Britain, \$185,000,000; France, \$155,000,000; Belgium, \$7,500,000; Serbia, \$1,000,000. The total of all credits placed at the disposal of the Allies by the United States since this country's entrance to the war now aggregates \$4,236,400,000, of which Great Britain's share is \$2,045,000,000; France, \$1,285,000,000; Italy, \$500,000,000; Russia, \$325,000,000; Belgium, \$77,400,000; Serbia, \$4,000,000. What does this mean? It means this money has been and is being expended in this country and that \$4,236,000,000 has been and is finding its way back into the channels of trade, keeping the wheels of industry moving and going into the pockets of labor, from there to various lines of commerce, furnishing an additional silver lining to the clouds which have seemed to hover over our portion of the business world.

A ruling by the U. S. Treasury department, recently made, should be widely known. It is to the effect that owners of registered United States Liberty Loan bonds who wish to dispose of and assign them need not go to the trouble of making these assignments before certain Treasury officials of Federal Courts or Federal

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Reserve banks, but can make their assignments before state banks and trust companies. The official ruling says: "In response to a widespread demand, Secretary McAdoo has authorized the assignment of registered bonds before officers of incorporated state banks and trust companies. Heretofore these assignments could be made only before certain Treasury officials and officers of certain courts and Federal Reserve and National banks. As a result of the condition which was remedied by the order, many holders of registered bonds in small towns and cities without National banks found great difficulty in assigning their bonds. It is unusual for a fee to be charged for the assignment of bonds and it is presumed that the newly designated agencies will perform the service gratis." The Federal Reserve Board calls attention to the ruling of the Commissioner of Internal Revenue to the effect that the income from Liberty Bonds, U. S. certificates of indebtedness and war savings certificates to a face value not exceeding \$5,000 is exempt from all income, war and excess profit taxes. Another Treasury ruling which will cause a sigh of relief is that stock dividends shall not be considered income and thus be subject to taxation.

An indication of the soundness of the National banks of the country is the fact that losses to depositors arising from bank failure, according to the report of the Comptroller of the Currency, John Skelton Williams, for the fiscal years ending June 30, 1915, 1916 and 1917, averaged only about 3/1000 of 1 per cent. of total deposits.

The labor question still remains a serious and difficult problem. The higher wages and shorter hours gained by labor, largely by reason of its very shortage, have not, generally speaking, resulted in greater efficiency and are two of the controlling factors in the startling upward trend of prices of all commodities not controlled by the Government. Instead of increasing labor's productiveness, it is generally agreed that the greater affluence enjoyed by labor is resulting in absenteeism. Take the coal miners as an instance. They are making as high as \$70 to \$100 per week. This has caused men to work less and lay off more. Growing production costs are, therefore, inevitable, or, as in the case of public utilities whose selling prices are arbitrarily held down, compel a dwindling margin of profit.

Another statement from the U. S. Treasury department is of interest as it looks with disfavor upon the offer being made by many merchants to accept Liberty bonds at par in payment for goods purchased. It recognizes that these offers were inspired through patriotic motives. The reason given for this attitude is that the Government is making strenuous efforts to have Government bonds purchased as a permanent investment by the people at large, to be paid for out of the past or future savings of the people who buy them. "Purchases thus made," says Secretary McAdoo, "not only result in providing funds for the uses of the Government, but also

effect a conservation of labor and material. When the bonds are exchanged for merchandise, the primary object of their sale is defeated, thrift is discouraged and expenditures are increased, thus depriving the Government of labor and materials needed for war purposes. In addition such bonds, when taken in exchange for merchandise, must in most cases be immediately sold in the open market. Such sales tend to depress the market price and make it less easy to sell future issues at the same rate."

This quotation is given for what it is worth. It would seem the meat in the cocoanut is contained in the last sentence. Paul Leake.

Potato Situation as Viewed by Northern Merchant.

Williamsburg, Jan. 14—I read your article on potato and bean prices with very much interest and am sure the writer is sincere in what he says, but I know from personal experience that the farmer who sells his potato crop at less than \$1 per bushel this year is selling at a loss, on account of the very high price of seed, rent of land, labor, machinery, feed, Paris green and every item of expense which goes into the production of potatoes. Owing to the big crop, on account of the very large acreage, the farmer who has not sold will, in all probability, have to sell at a loss, but I don't like to read statements in a paper which are not true. You would give one who does not know the cost of production the impression the farmer was making a profit at present prices.

In regard to beans, a yield of from twenty to forty bushels per acre is a rare exception and not the rule in a favorable year. As a matter of fact, the majority of the farmers are getting a yield of from nothing to three to five bushels per acre and I can cite you to man after man who cannot sell his crop for what he paid for the seed. They paid big wages to take care of the beans, but the frost hurt them. No man was to blame. It was the weather and the farmer is the loser. The Government, Hoover, or no one else was to blame for the weather.

What the farmer wants in the potato grading is to have all potatoes put over a 1 3/4 inch square screen and what goes through are culls. What goes over are marketable. The truth of the matter is the potato buyers made what they call a 2 inch grade potato over a 1 1/2 inch screen, and smaller than 1 15/16 inches, which makes an extra fine grade of potatoes to sell to high class hotels and restaurants and will bring on the market more money than what they call No. 1 potatoes, and the farmer only receives half price for them. It is the buyers who are trying to deceive the people, not the farmer. The old grading system was all right, but there was only about one out of a dozen who sorted potatoes at all. They took them all—culls and all—which was the buyer's fault and not the farmer's.

This year's price will not keep the farmer from planting just as many potatoes as usual, but it will keep the speculators like doctors, lawyers and merchants from renting land and putting in very many to speculate on. They ought to get burned once or twice. Then maybe they will keep their hands off of the farmer's business and attend to their own.

If there is anything I can do to assist you to give the correct impression to the public, I will be only too glad to do it. U. B. Hobbs.

A penny saved is a penny lost, and probably more, if you save it by taking it out of your advertising appropriation.

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PUZZLED OVER PEACE TERMS

Preferable to Think, Rather Than to Yell.

Detroit, Jan. 14.—I don't know as I can write the piece you said I should when I told you I thought folks should think and not just yell and you said I should write a piece about it and you would print it, but I said I would try, and when I say that, I try to do what I say. So I take my pen in hand to write you a piece as I said.

If you had a man in your place who is a good speller, you ask him to read my piece and change the words I spell wrong. I guess the grammar will be bad, too, but you print the grammar just as I say it, for if you change it, you may change what I mean to what you mean, and I don't want my piece to say what you mean instead of what I mean, which is the way some papers do when they print parts of letters and leave out the rest. You did that to me once when I wrote you about Mr. Roosevelt. I told you you did that, and you said you just left out what was no good and what made it too long, but what you thought was no good was what I thought was good, and it was what I wanted to say anyhow, if I said anything.

If you don't want my piece, you can send it back, and no harm done, but if you print it, you print it the way I write it, and not the way some man you hire would write it. If he ain't bright enough to write my piece before I write it, I don't see why you think he is bright enough to change it after I write it. I am a queer man, and I like to say what I mean and not what some one else means or what don't mean anything.

I don't see why you want me to write what I told you when all it was was I wished folks would think some, and not just yell. I said I thought it as hard to tell what to do about this war and I thought anyone who could think ought to think about it, but a lot of folks I know don't think any, but just yell. They talk as if a man was no good for his country if he didn't put back his ears and bray just as loud as he can. I don't say a man who brays ain't any good for his country, for a mule is good to draw and yet he brays. But he is good because he draws and not because he brays, and if a man who brays is good for his country, it ain't because he brays but because that ain't all he does. I know some men who are good men who bray when they feel mad, and so I can't say a man who brays is no good for his country. But when those men who bray say you have got to bray too or you are no good for your country and you can't teach school or put your paper in the post office, I don't think what they say is so. And when they say if you don't bray, it proves you like the German better than the folks in the United States, I say they say what ain't so.

Now I don't like the Germans one bit more than Mr. Stowe does. I don't like what they did to Belgium. I don't like the Lusitania. I don't like their gas. I don't like their firing bombs on hospitals where the allies are nursing French, English and German soldiers back to life. I don't like the way they rape women, outrage young girls and maim children by cutting off their hands and putting out their eyes. I don't like the way they emasculate all male persons who are so unfortunate to fall into their hands. The Germans are sure enough beasts in human form—only more depraved than any beasts I ever read about. They started the whole thing so they could get something for themselves, and they lied and said they didn't start it, and I'm glad we joined in to help lick them. I don't like the Germans one little bit. They think they are all hell (you needn't print this word if you don't want to) and part of Toledo. They think God made them and then stopped, and the rest of us just happened. I don't mean they all think that, but the ones that yell the most think that, and the Kaiser thinks that, and he says so.

Anyway I don't like the Germans,

and I wish they could be beat so hard they would know what they did was wrong and would not go, so they would know they must not do it again if they want to live on this earth. That's the way I feel, and I don't care who knows it. But I don't see how it will win this war just because I feel that way, and say so, and I don't see how it will stop other wars from commencing just because I feel like that and say so so loud the Germans will hear me when they drink their beer. I don't say I know just how this war is going to be won, or how the next war is going to be stopped before it begins, but I say folks ought to think about it and not just yell.

I know one thing, and that is, this war won't stop till both sides stop it. You can't stop a war all yourself, so long as the other side has any men and guns left to keep going. They will keep on till they are all done up, unless they think it will be better for them to stop before. Now if they know the other side is going to make it just as hard as it can for them when the war is stopped, they will keep on just as long as they can, because, perhaps the other side will get weak before they do, and then they will be the ones to do hard things to the other side. So it don't seem to me a good way to do to say you are going to treat the other side just as bad as you can, and you will fight till you lick them so hard you can do just what you want to. That will just make them feel the same way, and then you will both keep on till you are so weak you will lose even if you win.

That is the way it seems to me. So I say you should not tell the other side you are going to try to lick them till they are so weak you can boss them just as you please, and then you are going to do it. I say you should say you will stop when the other side will do what is fair and stop, too.

Of course, you can't make the other side say what they think is fair, if they don't want to. And if they say so, that don't make it fair. And if it ain't really fair, then you have to go on, and do your best to lick them harder till they will say what is really fair and prove they mean it. But you can say what is really fair yourself.

Now I think it wouldn't be fair unless the Germans got straight out of France and Belgium, and if they have any money or can get hold of any, pay France and Belgium enough to build up all the houses and things they tore down and spoiled. I think we ought to keep on that long, anyhow, if the men who know about war think there is a good chance of getting the Germans where we can make them do that. If the Germans can't get the money or you can't get over where you can make them pay the money, then you will have to give up the money, but if they were good people they would be glad to pay the money for the wrong they have done. They told Belgium they would pay money if their armies hurt the grass and that shows they know they did not belong where they went and they ought to pay. But I don't think you ought to go on very long killing folks and having them kill you, just to make them pay money. You ought to go on some, but not too long. And you ought to know pretty well just how long you will have to go on for every million dollars.

But I know it wouldn't be really fair unless the Germans pay money for the wrong things they have done. I ain't so sure about the colonies that belonged to Germany and I ain't so sure about the land Austria has on the sea shore, and I ain't sure about Russia at all, because nobody right there in Russia is sure about it. The folks who run Russia this week don't say the same things about it the folks who run it earlier used to say. I don't think we should make them take Constantinople if they don't want to, even if they used to think they did want to. A man can change his mind about what he wants if he wants to. And the folks who run Russia just now are so busy taking things from other folks right there at home, they don't

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seem to want to take things from other folks that don't belong to their own country. Then there is Alsace-Lorraine. Now it was a mean thing for Germany to take Alsace-Lorraine from France, for it was not an island and France could govern it as well as Germany, and if Germany was a good country she would give it back again to France, just as we gave back to China the money she was going to pay us for the wrong she did us, when we found it wasn't as bad as we thought it was at first. But nobody who is any use thinks Germany is a good country, no matter if they thought so when they used to go there and drink their beer and hear the wretched stuff the brutal Germans call music and study that awful language and eat dinner with the Kaiser and his family. We do not have wars with good countries, but with bad countries. So Germany is a bad country, and she will not give Alsace-Lorraine back to France unless she has to, and she may fight two years extra to keep from giving it back, and then she may not have to.

It is awful hard to think about the war. I suppose that is why so many folks don't think about it, but just yell. And a lot of the folks who think about it don't seem to me to think good at all. Some see all on one side, and some see all on the other. Some think the war ought to stop anyhow, and some think it ought to go on anyhow. But it ain't so easy as that when you have to choose between a lot of things. You have to think part on one side and part on the other. You can't have all you want, and you don't want to have all you don't want. So you see it is a hard thing to think about. And that is why I wish every one would think about it hard, because when a lot of folks think about things, you can tell better what is best to do than when just a few think about things and perhaps they think all one way.

But it wa'n't to tell you what I think about it that I write this piece, but just to say I think folks ought to think about it just as hard as they can all the time, and not just yell. When I want to think about something, I can think harder if I keep kind of quiet when I am doing it. I don't think much at a ball game, but I just have a good time yelling. But this is different from a ball game.

A. Sempelman.

Making a Bad Matter Worse.

It is a dangerous thing, when you have let slip an unfortunate remark, to try to cover up the blunder.

Mrs. G. was talking with the wife of Judge H. about her son's choice of a profession. "I don't want him to be a lawyer," she said.

"Why not?" asked the judge's wife. "I think there is nothing much finer than the legal profession for a bright boy."

"Well," said Mrs. G., bluntly, "a lawyer has to tell so many lies."

Then it dawned on her that she was talking to the wife of a lawyer, so she hastily added, "That is—er—to be a good lawyer!"

"War Interest" Is Strong.

"A Norwegian tramp steamer docked at New York in November. In its hold was a shipment of Swiss panel laces for the Snyder store." In this way an Eastern merchant began an advertisement in which he told the interesting history of a shipment which had been ordered from Switzerland nearly a year before, and which had been coming through the war zone all that time. Every bit of the shipment was sold out in record time.

Trust in Providence and printer's ink.

UNCONDITIONAL SURRENDER.

Only Answer to the Kaiser's Peace Proposal.

Recently in an American city the police were notified that murder had been committed in a club known to be a criminal resort. When they went to investigate, the door was barred against them and their demand for admission was met with rifle shots from the building, which killed one of the police. Attack on a brick building with clubs and rifles was impossible. The police brought a cannon from a near-by armory and threatened to batter the building down. Then the club members came tumbling out. But the club leader remained. He declared that he would not be taken alive. He was mistaken. He was found hiding in a neighbor's cellar, and is awaiting the judgment of the court. The city authorities were probably to blame for the conditions which made the criminal club possible. The police probably were not saints. To disturb the repose of the city by the bombardment of one of its houses was a disaster to be avoided if it was avoidable. Nevertheless there was only one answer to the request for terms—unconditional surrender. We tell the story as we recall the report given in a daily newspaper. The parallel is plain, the meaning of the parable clear.

Three and a half years ago two criminal nations declared war against Europe. Their neighbors besought them to submit the issue to arbitration. They refused arbitration. Their neighbors besought them to confer in an endeavor to find a road to peace with justice. They refused conference. Austria made war on little Serbia; then Germany and Austria made war on Russia because Russia came to the defense of Serbia; then on France because France would not pledge herself not to come to the aid of Russia; then on Belgium because Belgium would not violate her pledge of neutrality; then on Great Britain because Great Britain came to the defense of her allies; then by treachery swept Turkey into the maelstrom despite the interests and without the consent of her people, and sought to incite her to a world-wide religious war—Mohammedanism against Christendom.

In this war the chief criminal has violated the four fundamental laws of social morality:

1. Thou shalt not kill: She has murdered in cold blood thousands of peaceful citizens.
2. Thou shalt not steal: She has robbed industry, and what she could not carry off she has wantonly destroyed.
3. Thou shalt not commit adultery: She has given military support, if not official sanction, to rape.
4. Thou shalt not bear false witness: She has lied openly, flagrantly, brazenly.

She has been a robber on land, a pirate on the seas. Her crimes have been so efficiently, so courageously, so magnificently perpetrated that they have dazzled the eyes and dulled the conscience of some of our moral mentors. But they have not obscured the vision of the plain people.

But she has not succeeded. Her

booty has not enriched her. She has impoverished herself with despoiling her neighbors. Her unsuccessful crimes have united all Christendom against her. Among the Christian nations she has not a friend. All peoples, including her own, are weary of the war. She now proposes to the mob which masquerades as a government in the Russian capital the restoration of peace without annexations and without indemnities. What answer would Christian civilization make to this proposal? The people may leave their governments to put the answer of the nations in diplomatic terms. But if we understand the public sentiment of the men who are fighting the world's battles for liberty, and of the fathers and mothers who sent them to the field, their answers, in diplomatic phrase, would be something like this:

We do not want your promises. You break them.

Nor your treaties. You disregard them.

We cannot deal with you as a moral nation. Your most popular philosopher has declared that the moral law is not obligatory, and you have accepted and acted on the philosophy.

Withdraw your armed forces from all European territory which you now occupy. Withdraw your Zeppelins from the air and your submarines from the sea. Disband your armies. Dismantle your fleet. Then we will talk with you, not before. But we will tell the people—our own people, your people, the people of the world—what we want and what we do not want.

We do not want your territory. We do not want to govern your people. We leave your punishment to natural causes—that is, to God. We leave you to reap as you have sown. That we cannot prevent. We do not wish to interfere with the management of your own affairs, and we shall not interfere except as interference may be necessary to undo the wrongs you have perpetrated and to protect other peoples from future aggression. We do not propose when this war ends to initiate a commercial war against you; but we mean to maintain, with or without your aid, the freedom of the seas.

We will not return your colonies to you. You are not fit to govern dependent peoples nor to prepare them for self-government.

You cannot undo the evil you have done. You cannot restore the dead to

life, nor the fields you have devastated to fruitfulness, nor the cities, churches, and libraries you have in mere wantonness destroyed; nor put back into the mountains the coal and iron you have carried off. We do not demand of you the impossible. But you must restore the booty you have taken to enrich your own cities. You must repair, as far as reparation is within your power, the hideous wrongs you have committed; and you must be prepared to do whatever we think is necessary to protect the world's peace from you in the future. This will not be a matter for conference between us. It will be a matter for our decision and your acceptance.

Some of our contemporaries both at home and abroad desire the Allies to make official reply to the proposals which Austria has made to the Russian Bolsheviks. Such a reply might unify the forces of justice and disintegrate the forces of crime. Whether the German people have been deluded or terrorized, they have been apparently united in the past. They are certainly discontented now. As they do not enjoy the privileges, so they do not bear the responsibilities, of a free people. We ask no privileges for ourselves which we do not desire for them. We ask no more for the world than German freemen asked for themselves in the futile revolution of 1848, no more than German Social Democrats have asked for themselves in the years that followed that revolution. But what they humbly asked for themselves, we imperatively demand for the world. Our quarrel is with their masters.

What Edmund Burke said nearly a century and a quarter ago is equally applicable to-day: "We are at war with a system, which, by its essence, is inimical to all other governments, and which makes peace or war, as peace and war may best contribute to their subversion. It is with an armed doctrine that we are at war."

With a power armed to enforce that doctrine on the civilized world, the power that Dr. van Dyke has rightly called the "predatory Potsdam gang," the civilized world neither can nor ought to make peace.—Outlook.

The A. F. Burch Co., manufacturer of upholstered goods and jobber of upholstery supplies at 217 South Division avenue, has increased its capital stock from \$100,000 to \$150,000.

Michigan Bankers & Merchants' Mutual Fire Insurance Co.

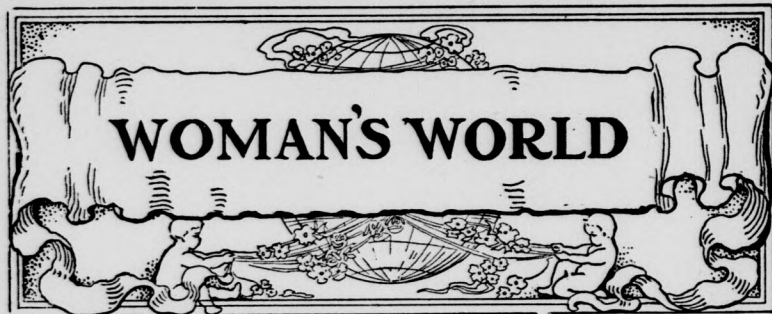
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Wm. N. Senf, Secretary.



When You Appear in Public Places.

Did you ever go into a tea room where everything was very restful and pleasing and suddenly become conscious of a loud voice which seemed to jar on the delightful surroundings as rudely as if some one had thrown a hard missile into the room?

Or have you ever gone into such a public place and disturbed the others? It is certainly most ill-mannered to go into any public place and make yourself conspicuous by being noisy or calling special attention to yourself in any way.

On the whole, it is really remarkable what good manners prevail in most public places in our cities. For the most part those who frequent tea rooms, cafeterias and restaurants of the city are quiet and inconspicuous—so much so that those who are loud in manner attract an undue amount of attention.

In a restaurant which is very popular with girls because the prices are reasonable and the service excellent a girl and an older woman attracted a great deal of attention the other day, and, if they had only known it, were commented upon by many present for their lack of good manners.

The girl sat across the table from her mother, and the entire twenty minutes or more spent at lunch were punctuated by a running fire of conversation carried on at the top of the daughter's voice.

It seemed as if her mother must have been deaf, to be able to endure a voice so highly pitched, but she evidently was not, and even if she had been it was hardly necessary to carry on a personal conversation in a public place in such a way as to make herself a perfect nuisance.

Before they had left the restaurant every one in hearing distance knew that the girl very much disliked a woman with whom she was associated in her work; that she considered a check she had received recently entirely too small for the work she had done and that she had been offered work far more remunerative, which she expected to take.

As she rattled on about her importance to the firm by whom she was employed, the meagre salary they paid her, the large responsibilities which were hers and the fine salary she was to get with the new job, one could but feel that she had much to learn in the business world before she would be fitted for any position of importance.

No one in the restaurant was in the least interested in her affairs. But they were forced to hear about them, for she talked of them so con-

tinuously and so loudly that there was nothing to do but listen.

Often one has a friend with whom one may like to talk over things of mutual interest, or it may be some problem must be thought out, or, better still, the mind given a rest for a while.

Few persons care to hear about the affairs of a perfect stranger. Men have an expression which, if vulgar, is rather to the point: "If you want to talk about yourself, go hire a hall." Like many expressions of the street, it has a basis in good, common sense.

In all probability the mother of the girl who insisted on forcing her affairs on the attention of those around her was very much interested. But she must have been very much embarrassed at the method her daughter took to give her the information.

You may be very sure that your real friends and your family, if they are worth while, are interested in all your small successes or your difficulties, if they are real. But outside of those who are closet there is little interest in what you are doing unless you are a celebrity.

And if you have done something that is really of interest to the public you do not need to go into a restaurant to tell about it, for the papers and magazines will exploit it. That is their business.

Be very sure that if you do anything that has a wide public appeal it will get to the public. News purveyors are constantly on the lookout for celebrities, and the difficulty that a person of real importance has is to keep the public out of his affairs.

Don't make the mistake of advertising your ignorance of accepted standards of the day by going into a public place and talking about yourself and your affairs, or those of your friends in such a way as to attract the attention of strangers.

Picking Up Potential Customers.

Whenever he sees waiting on the curb for a street car, a man whose appearance suggests a downtown business, he invites him into the machine. He makes many friends in this way and he never "talks shop."

A neat business card posted unobtrusively inside the machine informs the passengers who this "good fellow" is. As a result they usually become customers. "There was a time when I thought I would have to give up the luxury of driving to work in an automobile," says this merchant. "But it is more than a luxury now. I couldn't afford to be without it."



Sold in Sanitary Tin Packages—
2, 5, 10, 15 and 25 lb. pails—
by all wholesale grocers
See Quotations in Grocery Price Current.

COLEMAN
(Brand)
Terpeneless
LEMON
and
Pure High Grade
VANILLA
EXTRACTS
Made only by
FOOTE & JENKS
Jackson, Mich.

Fleischmann's Yeast

will perform the same valuable
function in making war-time
bread foods that it does in
wheat bread.

The Fleischmann Company

WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO.
COFFEE

surely pleases—the solid logic of coffee honesty
the compelling evidence of the increased sales of
White House.

The public taste today is a cultivated taste; it
knows and insists upon the best.

We, as distributors, are servants to this demand. **WHITE HOUSE** is the **BEST** brand—the only question before you:—How many pounds of White House Coffee can **YOU** handle?

Then **PUT IT IN STOCK!**

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

THE POTATO SURPLUS.

Sensible Words Written By a Sensible Observer.

Written for the Tradesman.

As between the labor unions and the grangers the ordinary citizen must fully realize his unimportance.

He has no organization for spoils, as have the two mentioned. Not content with having the Government fix the price of wheat at double the amount the farmer received in the best of former times, the granger is now having a fit because, after holding back his potatoes for bigger prices, he has come to realize that he has now a white elephant on his hands in the shape of a great mass of unsalable goods—goods of a perishable nature at that.

Well, that's bad isn't it, to think that many little children of the humble homes of Michigan may be able to get potatoes to eat where in times past the price has simply been prohibitive?

It is enough to curdle one's blood to know that the gentle and lovable humanitarian granger may possibly be compelled, because of a surplus crop of spuds, to sell them for a price that will bring them within the reach of all, the humble as well as the exalted.

This holdup of the ordinary citizen bids fair to come to an end. Potatoes cannot be hoarded from year to year; perishable as they are they must soon come on the market and the poor farmer will be unable to realize the great profit he counted on when planting in the spring.

Everybody knows that potatoes at 50c a bushel is a fair price, one that will yield good profit to the planter even on the lighter lands of the State. Any price above that to the grower is exorbitant. One old farmer told the writer that if he was assured of 50 cents he would plant extensively year after year, declaring that it would be a paying proposition.

Because the labor unions held up the Government of the United States something over a year ago and dictated terms of time and wages, the grangers seem to think that they, too, are entitled to a share of the spoils. Logically this may be true but the common plug of a citizen, composing the large majority of the American people, ought not to be discriminated against for the sake of placating the minority which has arrogated to itself all the virtue and goodness of the country.

Last fall the farmers held their potatoes for a higher price, the consequence being that the larger part of the immense crop is still in the producers hands. Now the granger leaders threaten that unless Uncle Sam comes to the rescue, forcing the consumer to pay two or three prices for their tubers, the farmer will suffer loss.

Possibly this is true, but most people go into business ventures expecting to take what comes in the line of future prices. When it comes to the pass that Uncle Sam fixes prices for farmers all along the line, will it be asking too much to expect he will help the other humble citizens in the same manner? With equal justness he could fix the price every publisher should put on his newspaper or magazine; he might be expected to even enter the family circle

and fix the wages of the hired girl. Moreover, he might compel this contractor and that to hire a certain number of men, pay them exorbitant wages on penalty of fine and imprisonment.

The Government has gone a long way in this direction under a war necessity, which in time of peace would not be tolerated. We bow to the will of the U. S. A., because we wish to do all possible to win this war forced upon us by the freebooters of Germany, but it hardly seems fair to ask good Uncle Sam to interfere to save big prices for a perishable product, to grangers, while by so doing he makes it impossible for many boys and girls to get the food they especially like.

It must be remembered that the consumer had to pay \$4 per bushel for potatoes at times last year, and even at that price the honest farmer was not satisfied. What could our granger friends have thought of the ordinary citizen if at that time he had sent in an appeal to Government asking it to intercede and cut the price of the tubers to 50 cents?

The cry that farmer's sons be exempt from the draft was another plea for class legislation of the baldest kind. In a republic like ours every citizen should stand on equal footing. To take the son of the merchant, the laboring man, the lawyer, doctor and say to the son of the tiller of the soil, "You may remain at home and work your father's farm," would be an outrage, class distinction unworthy a great Nation like ours.

Equality before the law is our pride and boast. Dear granger, do give us a rest from this continual whine that your interest will be ruined unless Uncle Sam steps in and taxes other people for your individual salvation.

Undoubtedly there is a large surplus of potatoes this year, and it is certainly a blessing for the hard pressed, ill fed poor. The product being a perishable one, cannot be utilized for shipping to the war zone. It is inevitable that the price must come down; but if it does not go below 50 cents the farmer has no kick coming. The plea that Government ask the people to eat more tubers is all right in itself, but bless you, the consumer will not hesitate to eat all the potatoes he craves with the price within his reach. It will be the best thing that can happen for our granger friends if prices do get to where the spuds will be obtainable for the growing youth of the State.

Better sell for a reasonable price than feed to swine or cast them out by the roadside to rot. The writer sold 200 bushels of splendid potatoes a few years ago, in the spring at that, for 15 cents the bushel, drawing them five miles to market. He did not rave or tear his hair; neither did he call on Uncle Sam to help him out. The price was too low, of course, but the next year they went to 30 cents, with which he, as well as other farmers, was satisfied.

Old Timer.

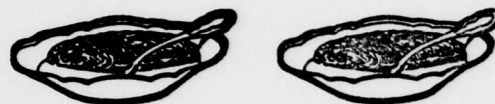
They Laugh—And Move.

"You cannot park your automobile in front of this store. Please MOOVE ON," reads a sign in a western city. Most motorists "moove."

More Nourishing Than Meat

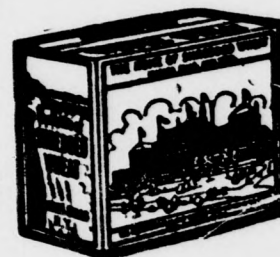
Your customer who complains of the high cost of living is, no doubt, paying for a meat breakfast now about five times the cost of a

Shredded Wheat



breakfast and without getting any more nourishment.

Tell your customers about the low cost and economy of Shredded Wheat and you'll get the benefit of our extended, far-reaching newspaper and magazine advertising campaign in which we are emphasizing these points.



The Shredded Wheat Company

Niagara Falls, N. Y.

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains the correct range and continuous chain of boiling point fractions—fractions boiling at temperatures ranging from around 95 degrees to above 400 degrees—the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

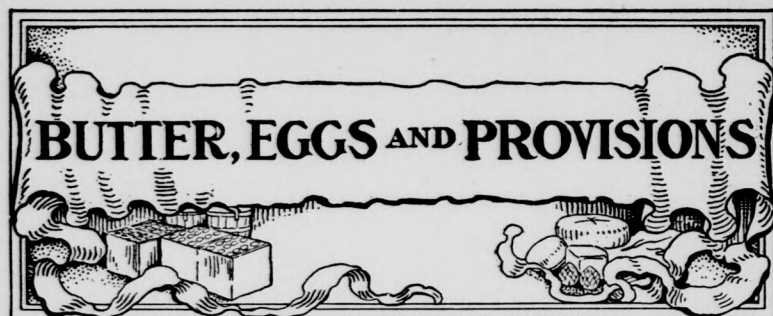
For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.

Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Food For Thought in Thought For Food.

The year 1917 will stand out as one of the most momentous in our country's history. It will live in the memory and in the annals of our people as marking the time when our Nation consecrated its resources of men and means to undertakings of stupendous consequence to the world. At this beginning of the new year the results of these undertakings are still to be unfolded. We cannot doubt that Right will prevail, that progress will be made toward the ideals of government and the more permanently peaceful relation of nations for the accomplishment of which we have striven to enlist the full power of our Union.

As a whole our people have risen to the occasion. On every hand is found, in great proportion, an appreciation of the extent and the significance of our engagement. The heart of our people is with the purposes of our Government. In every rank of life necessary sacrifices are being made willingly, even with enthusiasm. It is a time when some mistakes in co-ordinating our resources for so mammoth a task as lies before us, made with good intention, are to be expected and condoned. But it is also a time when discovered mistakes, as judged by experienced opinion, must be rectified promptly if we are to bring to bear on the great struggle our full strength. To this end we may look forward hopefully to the investigations now being made by the Congress.

It would be a great thing for our country and for the great world's cause in which we are enlisted if such investigations could serve to separate the essentials from the non-essentials of National activity; if the truth could be made plain that a time of terrific National strain incident to a task beyond all precedent, in which we need the full strength of our commercial developments, is no time to set loose individual views as to ordinary business conduct, backed by unlimited power of the Government and leading to the creation of administrative departments involving enormous expenditure of money and absorption of personal energy to place harassing and burdensome restrictions upon our industrial and business activities.

Our country's greatest physical strength lies in its industrial and commercial development. With free scope and very little interference other than that designed to prevent monopoly, the development of our resources and the incident growth of productive and distributive forces have been one of the marvels of an era of great things. Is it conceivable that this wonderful growth has been founded upon fraud and deceit? upon trickery and gouging of the people? Does the inevitable presence of individual instances of these evils imply ingrained faults in our business system that are destructive of the popular welfare?

Based largely upon an ignorance of economic principles and a misconception of the real significance and effect of trade conditions and practices, there has grown up a feeling of hostility toward a large class of our business community engaged in functions vital to the people. This has been fostered by false statements and misleading deductions in the newspaper press until the administrative structure of our Government has been largely permeated and misled by it. Unjust feelings of injury have been engendered without foundation. Antagonism has been developed where we should have an intelligent sympathy and a friendly unity. Millions of money and the labor of thousands of people have been enlisted to place burdens and restrictions upon our distributive machinery, very largely, no doubt, with the sincere purpose to crush evils that informed and practical men affected believe to have no general existence; to interfere with the normal effects of trade forces of supply and demand which are really essential to our National welfare; and with the effect of weakening, under the misguided belief that evils are being eradicated, the business structure which has been a chief factor in our country's growth and power.

We make here no plea for license of unfair or illegal practices. We believe the distributing trade to be in full sympathy with such regulation as may commend itself to their experienced judgment as additionally restrictive of these. And we realize that the machinery of control is an accomplished fact. But we do plead for a more cautious interference in the routine of distributive business and for a fuller consultation with representatives of the rank and file who are, after all, the back bone of our commerce, before arbitrary requirements are imposed upon them.

May the new year bring a more sympathetic unity of our forces, with a long step toward the attainment of our country's purposes!

SKINNER'S MACARONI
The Nationally Advertised Line.
On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
Omaha, U. S. A.

187½
24s per CASE

SEEDS
Reed & Cheney Co.
GRAND RAPIDS, MICH.

Turkeys

Geese, Ducks and Chickens

Telegraph, phone or write us for special prices before you sell

Wilson & Co.

20-22 Ottawa Ave., N. W.

Grand Rapids

Michigan

WE COVER MICHIGAN

M. PIOWATY & SONS

Distributors of Reliable Fruits and Vegetables

MAIN OFFICE, GRAND RAPIDS

Branches: Saginaw, Bay City, Muskegon, Lansing, Jackson, Battle Creek, South Bend, Ind., and Elkhart, Ind.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

Pleasant St. and Railroads **MOSELEY BROTHERS** Grand Rapids, Mich.

Wholesale

BEANS, POTATOES, SEEDS

Telephones 1217, or write when have stock to offer

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

LOVELAND & HINYAN CO.

CAR LOT SHIPPERS

Potatoes, Apples and Beans

Write or telephone when you have anything to offer

Association of Commerce Bldg.

Grand Rapids, Michigan

Preventing Potatoes and Onions Freezing in Cars.

Refrigerator and Other Insulated Cars Heated By Stoves in Center.

1. Always use a false floor. This floor must permit air to circulate freely under the load from the end of the car to the heater in the center so absolutely nothing should be permitted to block this space. The false floor should be supported and held in place by two by fours running lengthwise (never crosswise) of the car.

2. The floor must be of strong enough lumber so that when the car is loaded the boards of the false floor do not sag and thereby cut off air circulation.

3. If false side walls are to be used along the sides of the car they should reach to a point not closer than 6 inches from the roof of the car and yet must extend above the top potatoes. There must be free opening for air circulation from the top of the car at every point along the sides (and ends also) into the space between the car wall and this false side wall thence down the sides to the space between the false floor and the car floor.

4. If the weather is not severe enough to warrant the use of the false side walls in the refrigerator and other insulated cars, it is probably better to paper the car sides so as to afford some added protection.

5. It is also of utmost importance that there should be an open and free space for large volumes of air to pass from the top of the car down at all points at each end of the car to the space between the two floors and thence back to the heater. To accomplish this, false end walls may have to be built. These must extend from a point above the top potatoes and yet not closer than 6 inches to the top of the car down to the false floor. There must be at all points a space of not less than 4 inches between the car end and the false end wall. The two by fours to support the false end walls should never be placed with the four inch side flat. The two inch space is not sufficient and the two by fours should be put in so as to leave the full four inches for air circulation.

6. In most refrigerator cars it is not necessary to put in a false end wall. The bunker-head usually performs all the duties of a false end wall space being provided at the top for air to pass freely into the ice bunker and at the bottom for it to pass out under the false floor.

7. Never load the potatoes in any part of the car so that they can cut off the free circulation of the heated air from the stove up to the ceiling out over the top of the whole car down at the ends and back under the false floor to the heater again. This is fundamental in maintaining a more or less even temperature in every part of the car to prevent freezing the potatoes at the floor while at the same time overheating those at the top.

8. If the potatoes are loaded less than 3 feet from the stove at the center of the car they should be protected from the direct heat of the

stove by a sheet of asbestos or other non-conducting material.

9. Do not waste space. Load just as many potatoes into every car as is consistent with safety.

Box Cars Heated By Stoves in Center

When loading box cars in cold weather never fail to thoroughly paper the bottom and sides and ends up to the ceiling running an extra strip of paper along the junctions of the walls and floor and at the corners, then put in a complete lining consisting of false floor, sides and end walls. This lining should be made up of at least one thickness of boards and paper as with the false end walls described in paragraph 5 above. They (both side and end walls) should end from the top of the false floor to a point above the potatoes and yet not closer than 6 inches to the roof, and at no point should the space between the false walls and the car walls be less than 4 inches at the ends and 2 inches at the sides.

She Wanted to "Yump Her Yob."

Art. Borden has a friend who recently imported a maid from Minnesota. She was recommended as a capable Swedish girl who could do all kinds of housework, but spoke very little English. And she was exactly as represented. She had been in her new place two weeks, and had not asked for an evening or Sunday off, and her employer thought that she was entitled to a little recreation.

"Hilda," said the lady, "you may go out this evening."

And Hilda went, and was gone some two hours.

A few evenings later the same formality was gone through, with the same result. This kept up about every other evening for two weeks.

Came Saturday night, and the maid sought her mistress.

"Aye tank aye quit," said she, dispensing with all formality.

"Why what is the matter?" asked the mistress, who was truly astonished. "You have a good room. The work is not hard. The wages are as high as anybody pays. Why are you dissatisfied?"

"Aye tank it too cold," was the reply.

"This house is not cold. We always keep it warm."

"It too cold out nights."

And further enquiry developed the fact that when the girl went out she thought she was sent, instead of merely being given permission to go. And she had been spending those long, tedious hours walking around the streets in the neighborhood, not daring to go too far from home for fear she would be lost.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States

Manufactured by Wells & Richardson Co. Burlington, Vt.

SKINNER'S MACARONI 187¹/₂
The Nationally Advertised Line.
On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
Omaha, U. S. A. 24s per CASE

The Richest Flavoring



Mapleine is so rich that a few drops will flavor more food than a teaspoonful of other flavorings. Acquist a housewife with this and she becomes a patron of Mapleine. * * Crescent Mfg. Co., Seattle, Wash. Order of jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-95)

Crescent Mapleine
The Delicious Golden Flavor

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Dressed Poultry wanted in large quantities for the holidays. Get shipments here early. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common selling well.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed In SAXOLIN Paper-lined Cotton, Sanitary Sacks

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

G. B. READER

Jobber of

Lake, Ocean, Salt and Smoked Fish, and Oysters
in Shell and Bulk

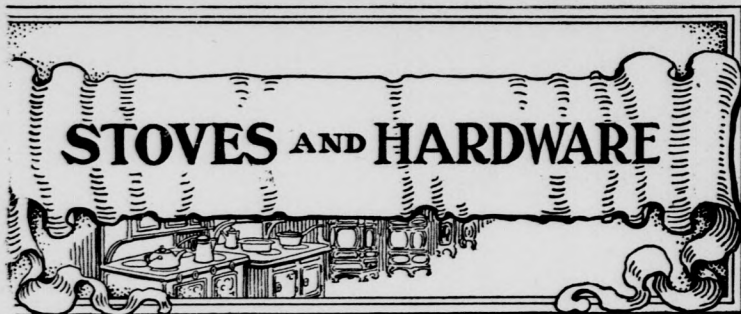
1052 N. Ottawa Ave.

Grand Rapids, Michigan



We solicit shipping accounts from country dealers
SCHULZE BAKING COMPANY GRAND RAPIDS, MICH.

Conservative Investors Patronize Tradesman Advertisers



Michigan Retail Hardware Association.
 President—James W. Tyre, Detroit.
 Vice-President—Joseph C. Fischer, Ann Arbor.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

The Sort of Advertising That Gets Results.

Written for the Tradesman.

A number of years ago I was discussing methods with a hardware dealer who has since built up a very successful business. I asked what he thought of advertising as a business builder.

"There's a lot of money wasted in advertising," he declared, very seriously. "The right kind of advertising will produce results. The trick is to get the right kind."

"And what is the right kind?" I asked.

"Well, I'm no authority. But in my opinion the most effective form of advertising is personal solicitation, and that is my standard."

His idea, in short, was that the more like a personal talk you made an advertisement, the more effective it was bound to be.

The most successful of the National advertising campaigns are based very largely on this principle. The advertisement reads just as if the advertiser were talking to the individual reader.

Yet the "personal talk" is not altogether a safe criterion for some advertisers. There are personal talks, and there are personal talks. There is salesmanship of a high order, and salesmanship of a poor order, and there is a sort of clerking that isn't salesmanship at all. The merchant who advertises may make his advertisement just like a personal talk to one of his customers, and it may drive business away instead of attracting it—just because that particular merchant's mental attitude toward the customer is all wrong.

Just one illustration of a wrong mental attitude: A young merchant used to make a practice of pushing certain lines that carried a decidedly high margin of profit. Once, after making a sale of this sort, he turned to me:

"There," he exclaimed after the door closed, "I've landed another carp."

He waited until the door closed to say it; but at least half the harm he might have done was actually done. If the customer had heard, he would have been alienated; as it was, the merchant himself was confirmed in a wrong mental attitude toward his business. The goods sold were good value; but the young men, instead of feeling that he had done a real serv-

ice for his patron, preferred to think that he had "put across" a "slick trick" on the unwary customer.

Such a mental attitude is fatal to the sincerity without which no business can last. The merchant must believe in himself, and in his goods, and in his ability to give the customer good goods and good service. He may be after profits, but he must consider the customer's side of the question as well. The customer is after results. And the mission of the good salesman is to persuade the doubting customer that the article he tries to sell will produce the results the customer is after. To that end, the salesman must look at the customer's side of the question, understand what he is after, appreciate the objections which cause him to hesitate, and instinctively grasp what arguments will meet those objections.

The merchant who advertises should bear this in mind. His advertising is a form of salesmanship. He is appealing to the individual. To make that appeal effective, he must grasp the other man's viewpoint. The homely language of ordinary conversation is the most effective to use; but it fails of its fullest effect unless the friendly and sympathetic mental attitude of ordinary conversation enters also into the advertisement.

One merchant I know of in preparing his advertising copy thinks of some particular farmer or city man, as the case may be, to whom he wishes to sell. He imagines this man is sitting opposite him, and he visualizes the arguments he would use if he were making the sale personally. The result is very effective advertising copy.

The same idea can be applied to circular letters, indeed, probably comes nearer to personal salesmanship than any other form of advertising.

One merchant sits down and thinks of the lines he wants to sell. Then he jots down his list, describes each article in the usual terms, tacks on the price, and his letter is finished.

Another merchant picks out the typical individual on his mailing list. "What line will interest him right now?" he asks; and features that article. Then he sits down to make his circular as nearly as possible like a personal chat with that individual. He refers to other articles in an incidental way, perhaps encloses a price list; but his appeal is directed along one line, where, according to his judgment, the response will be the readiest.

Now, both these forms of circular letter have their value; but the second

form is the likeliest to produce satisfaction.

In starting a new business, his form of advertising is often used very advantageously. Usually a printed or multigraphed letter is sent out. But one merchant starting in a small way, who had quite a bit of spare time in his early days, decided to utilize that time to better advantage. As they occurred to mind, he jotted down the names of persons he knew who had not come into his store; and whenever he had time he sat down at the typewriter and pounded off a personal letter. It didn't say an awful lot about his goods. It was just such a personal letter as might be written by one friend to another. No two were identical: here is about the way one ran:

HARNESS OUR OWN MAKE

Hand or Machine Made
 Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD.
 Ionia Ave. and Louis St. Grand Rapids, Michigan

TAKING INVENTORY

Ask about our way
 BARLOW BROS. Grand Rapids, Mich.

AGRICULTURAL LIME BUILDING LIME

Write for Prices
 A. B. Knowlson Co.
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

WM. D. BATT HIDES, WOOL, FURS AND TALLOW

28-30 Louis St. Grand Rapids, Mich.



cMc Ready-Made PRICE CARDS

are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.
 Write for Samples
 CARNELL MFG. CO.
 Dept. k, 338 B'way, New York



ANNOUNCEMENT

Our 1918 sample line of
 WINTER GOODS
 is now ready

Mackinaw Coats, Blanket-Lined and Sheep-Lined Coats, Sweater Coats, Hockey Caps, Flannel Shirts, Socks, Gloves and Mittens.

Square Blankets, Stable Blankets, Robes and Auto Shawls.

Our salesmen are now on the road and our representative in your territory will advise you as to the date he will call.

BROWN & SEHLER CO.
 Home of Sunbeam Goods
 GRAND RAPIDS, MICHIGAN

To the Trade

So there will be no delay in filling your orders for Dynamite, whether sent in by mail or telephoned to us, be sure you give us your license number which is absolutely necessary for us in order to handle your order promptly. We cannot ship unless this is done.

We mention this to you so there will be no delay, for we must have your number to enable us to co-operate with the Government in the safe-guards it has adopted to regulate the sale of this article.

Michigan Hardware Co.

Exclusively Wholesale
 Grand Rapids :: Michigan

Foster, Stevens & Co.

Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

"Dear Bert. I expected to see you before this, but I've been awfully busy the last week or two getting ready for my Christmas trade. You know, I've bought the old—Store and I've got in a lot of new stuff, and it's been some job getting everything arranged so that I can lay my finger on anything at a moment's notice.

I met Joe Harper when I was down East, just before I started up here. You remember Joe, used to play baseball with us in the school nine. He asked me to give you his best.

If you're in town, drop in and see me, sure, and we'll have a chat.

Your old friend,
Fred Higgins."

As a business letter, that may strike an expert as rotten; but it got people into that store, and secured the nucleus of a good business right from the start. No two letters were identical. Each was a personal chat—just a paragraph or two, directed to the individual addressed and to no one else. In some there was a paragraph about the goods; in some not even that. Yet in every one personal appeal of man to man; and that was the element that counted.

If, when you are preparing a real circular letter, or a newspaper advertisement, or even a show card, you can inject into it that same element of personal appeal, you'll produce the kind of advertising that brings results.

Victor Lauriston.

When Will We Win the War? Written for the Tradesman.

When every person from the age of 15 upward feels determined that we shall win,

When three women and a boy take the place of every farm laborer sent to the army,

When the erstwhile tramp, loafer, bum, joy rider and rioting union workman are seen only at work under military guard,

When productive work and study balance each other in the schools,

When ball games are played only by men and boys whose tedious indoor work requires a weekly or monthly half day of outdoor activity,

When an able-bodied young man will be ashamed to stand behind a counter to sell goods which a girl, a cripple, an aged man or woman could do just as well,

When the roadsides grow potatoes and vegetables and the adjacent shade trees have benches where city and village residents who cultivate the crop may lunch and rest when needful,

When lakeside summer resorts are reserved for the benefit of city children, women clerks and assistants, factory girls, convalescents and aged or infirm people,

When the prospect of cold and hunger the next winter is so great that union working men dare not indulge in their annual May day strike, to end no one knows when,

When people quit complaining if Government regulations for the good of all happen to inconvenience them, deny them privilege of extravagance or correct their wasteful habits,

When people learn that a loaf of dark bread is more satisfying than the whit-

est possible, that plain food is never to be apologized for, that children have the best right to sweets, a reasonable amount, even if their elders must go without,

When a dime will buy a school boy or girl a lunch, a quarter will buy a meal for a working man and a dollar won't buy a rich man any more than he actually needs for his dinner.

When people work so hard they will not want to work or tear around the country on Sundays,

When retired farmers break off their habit of wandering down the village street to talk and joke with all they meet and go into the country to instruct and superintend inexperienced farm help, assist the tenants on their own farms or lease an unoccupied piece of land and raise something for food,

When country-bred girls leave their menial tasks in town and go home to help mother make butter, raise more poultry, care for the garden, gather fruit, market such products as they are able to handle, or drive a team for father in emergencies,

When farm-bred city men, if possible, give up their work in town for a steady, well-paid position on the farm; where a young man can save his wages without constant allurements to spend; where men with families may be sure of food, fuel and shelter when city-dwellers are by themselves helpless to remedy extremely distressing conditions,

When President Wilson comes to understand that this is a war of Americans, and not Democrats, and that efficiency in office is more important than cheap politicians and ward heelers,

When the allied nations have learned some very important lessons in preparation, co-operation and regulation which shall crystallize into permanent organization,

When Americans are willing to work as hard, save as carefully and live as plainly for a few years as European workers have had to do all their lives before this war,

When we all wake up to war's realities.

E. E. Whitney.

Rebellion in Hell.

Big sparks flew from old Satan's eyes. "What's this I hear!" said he. "They say that when the Kaiser dies, he'll be consigned to me! Old Hell to me is mighty 'dear' the place is very fine; but if they send that guy down here, believe me, I'll resign! I'll stand for murderers and crooks, and I will not disown that I have now here on my books the worst thugs ever known. But my boys would get sore, I fear; I know they would rebel. The Kaiser cannot enter here, for he would corrupt he'll. Our sulphur is too clean for him; our brimstone lakes too pure; and if in one he took a swim, he'd ruin it I'm sure. Our company is not so swell, vile we won't reject; but keep the Kaiser out of hell we have SOME self respect."

If you inveigle a customer into buying something against his better judgment, the goods will have to be better than he expects if they are to give satisfaction.



Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797 Citizens 4261

United Agency

Reliable Credit Information
General Rating Books
Superior Special Reporting Service

Current Edition Rating Book now ready

Comprising 1,750,000 names—
eight points of vital credit
information on each name—
no blanks.

THE UP-TO-DATE SERVICE

Gunther Building
CHICAGO :: ILLINOIS
1018-24 South Wabash Avenue

Automobile Robes

Automobile robes 54 in. x 60 in.
single plush, double plush, rubber
interlined, ranging in price from
\$3.25 to \$11.00.

54 in. x 72 in. auto robes for
rear seat, double plush, rubber in-
terlined, muff robes, mohair and
fur effects, \$7.50 to \$40.00.

Auto shawls and steamer robes,
all wool, scotch clan patterns, 60
in. x 80 in., \$6.50 to \$17.00.

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N. W.
GRAND RAPIDS, MICH.

Pere Marquette Railway Co.

FACTORY SITES AND Locations for Industrial Enterprises in Michigan

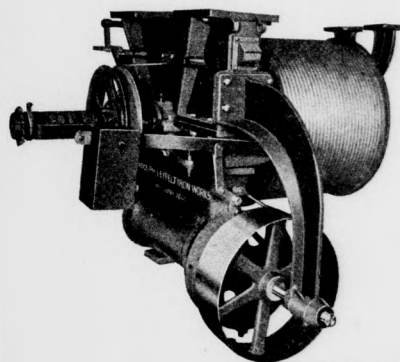
The Pere Marquette Railway runs through a territory peculiarly adapted by Accessibility, excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address

C. M. BOOTH,

General Freight Agent,
Detroit, Michigan



Leittelt Elevators

For Store, Factory
Warehouse or Garage

Built for Service

Send for proposal on your
requirements

Adolph Leittelt Iron Works

213 Erie Street

Grand Rapids, Michigan



Getting the Merchandise Over the Counter.

Some years ago the writer sat among the pupils in one of the most interesting schools he has ever attended—the police training school in London, where the “bobby” receives his technical education. A police sergeant was making his commencement address to a class of graduates who were to begin walking beats the following week. To put a little heart into these novices he drew a picture of what would probably happen the first night they were sent out to patrol the London streets.

“For several hours,” he said, “the recruit would walk through the night and everything would be normal. Whatever apprehension he may have started out with would begin to disappear, until he began to look upon police work as easy and pleasant. Just about that time, suddenly turning a corner, he would see two bullies fighting in the center of a crowd. And his heart would drop into his boots. He knew it was his duty to stop that fight, but he shrank for a moment and breathed a prayer, and felt fearfully green and helpless.

“But then, my lad, something unexpected will happen,” said the sergeant. “You will no sooner draw your truncheon and walk toward that crowd when it will melt away before you. Because, in your fright, you forgot that you are wearing a uniform. One of the fighters is getting the worst of it, and is ready to quit, and only waiting for somebody to raise the cry of ‘Police!’ When you appear in the uniform he has his excuse, and goes off down one street with his followers, while the other goes in an opposite direction. Always remember that the moral effect of the uniform is so strong that you could practically stand it up there on the corner without a man inside it, and get the same result.

Now, a good deal has been written about salesmanship the past few years, and much study devoted to its technicalities. In the organizations of large retail stores elaborate courses have been prepared to teach salespeople something about how the merchandise they handled is manufactured, and also something of human psychology as it affects both their customers and themselves.

Perhaps there has been a tendency to overdo the technicalities. Certainly some of the best salespeople seem to work by human instinct, even those who have enjoyed an old-fashioned dry goods training under the apprentice system followed in Great Britain. Despite their familiarity with

fibers and fabrics and all the rest of it, their work comes down to an adroit grasping of the human equation.

For the big store buyer who has to get his results under handicaps of shifting employes and lack of time, there are three general sales methods that can be followed, according to the buyer's own characteristics, and the conditions that he works under, and the kind of salespeople he has to work with.

First, his people can be given a sound technical training in merchandise.

Second, they may be taught to study customers and deal with them according to their idiosyncracies.

Third, they may be infused with a strong selling spirit.

This article will deal with the third method, that of creating a strong selling spirit in the organization, something which can be made to cover up a multitude of short-comings in the way of technical knowledge and skill in psychology.

As the empty uniform of a London bobby would exert a certain moral influence upon the crowd around a couple of fighting bruisers, so the mercantile knowledge of a capable buyer, and his personal skill in dealing with customers, can be built up into a moral influence which will carry his helpers through most of the difficulties of the selling day. If the buyer can make this influence strong enough, even the novice can be sent out onto the floor to sell goods as confidently as the green police recruit disperses a crowd.

Salespeople are artists usually, responsive to elation and depression. They are actors, apt to work best when you give them good line to speak, and stand by to prompt them, and also encourage them with applause. The buyer who decides to work by generating a strong sales spirit in his organization may regard himself as playwright and stage manager, disregarding his helpers' technical knowledge and understanding of psychology, because he is going to give them good lines to speak, and confidence to act their parts, and applause when they get their lines over the foot lights.

The first thing a stage manager does in putting on a new play is to call his actors together and read them the script. This should be the first step in creating good sales spirit. There is a real drama to begin with always. It is the drama of the buyer's problems—the merchandise that he has laid in stock, his reasons for buying this stuff and that, his hopes and

fears for results from the public, and his ambitions to make clean turnover, keep capital working, and better previous results. These problems are to be laid clearly before the sales force perhaps in a ten-minute talk each morning. Work for the day is to be mapped out according to what is to be accomplished. Such and such a new line has just been put on the floor, backed up by advertising and window display. Shopping interest has already been generated, and the public is presumably on its way to see this new line. Even without such preliminary interest, the merchandise itself embodies its own fascination. Skilful designers and manufacturers have made it with that fascination always before them, and during its progress through mill or factory it has been skilfully improved and also unsparingly criticised. Finally, there it is this morning, on the floor, ready to exert its own influence upon people, and sales folk must be made to feel that this line will go far toward selling itself if it is only shown. To supplement the fascination of the merchandise they can be told what the department hopes to achieve in the way of sales—what was done with a similar line last year, and why the new line makes it possible to do better, and the reasonable selling quota allotted to each person, and the whole scheme laid out like a game in which each has his part to play.

But what about the technicalities of this new merchandise?

And what about the psychology of the customer?

Nothing at all!

Not a word is necessary if you follow this general scheme of sales stimulation. For all that sort of thing is supposed to be the buyer's job, and the less his workers think about it the better. Technical knowledge is a precious possession to the sales person who knows how to use it. But that is only one man or woman in a hundred, and even then, technical knowledge is likely to be of service not so much in actual selling on the floor as in improving one's self for higher work.

If you want to become a buyer, read the technical books and take the technical courses, and burn the midnight oil to learn all about fibers, fabrics, design, construction, qualities, values. But if you merely aspire to sell goods

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

President Suspenders
for comfort

Of All Jobbers

PRESIDENT SUSPENDER CO., Shirley, Mass.

Special Sales
John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

The Book of Plain Prices

All the prices in “OUR DRUMMER” catalogue are net and guaranteed for the time the catalogue is in commission. Moreover they are expressed in plain figures. This means that the man buying from “OUR DRUMMER” buys with the comfortable assurance that he knows exactly what he is doing. If you are a merchant and have not the current number of this catalogue near you let us know and one will be sent.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

SNOW BOUND!

But

Our Salesmen Are Bound to Travel
WATCH FOR THEM

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

until you can get another job, or a husband, as nine out of ten salespeople do, then technical knowledge is often superfluous. Not one customer in a hundred really cares about the technicalities. The public has simpler ways of making its buying decisions. First of all, nowadays, the shopper is guided by business reputations. There are the great manufacturing concerns whose names and brands are known through advertising or long acquaintance. Those names and brands are an assurance that quality is right or will be made right, and the public is glad to take refuge in a familiar name, forgetting the technicalities, just as it is glad to sink all the complex issues of a political campaign by making a cross opposite the name of a candidate whom it believes is square and right. Where no familiar name is found on merchandise it falls back upon the business reputation of the store. Lacking these two bases of confidence, it can easily be led to put its trust in the man who selected the goods for the store. And even with the odd shopper in every hundred who might be disposed to enter into technicalities with the sales person, the technical knowledge of the buyer can be so spread about by means of a strong sales spirit as to meet all emergencies.

"But are you sure it will wear well?" asks the shopper.

There are two ways of answering such a question. The sales person can convey assurance of wearing quality by a detailed technical explanation showing why it is bound to wear. But that takes an exceptional sales person—one who has not only delved into the technicalities and mastered them, but is able to make them clear to the average mind. Even when well done, this is apt to bore the average shopper, or what is worse, bewilder. The other way of answering the question is to put all the responsibility right onto the boss. Just reply, "Madam, our buyer says these goods will wear like iron, and he's been here fifteen years, and if there is any trouble, bring 'em right back, for he will probably be here fifteen years more." And ninety-nine times in the hundred, if goods and buyer and sales spirit are right, no further argument is needed.

What queer jinx is it, anyway, that leads so many students of salesmanship to assume that a good sale is mostly argument? Certainly nothing in practical selling bears out that view. Every person with business experience has seen sales made, not merely without argument, but without words.

An amusing instance comes to mind, a story told of a canny Irishman in a big department store, a chap with a Belfast training, and an almost occult power in reading his customer's minds.

One day a green clerk in the silk department was vainly trying to please an exacting shopper with his line when the Belfast veteran glanced across the aisle, took in the situation, picked up a bolt of loud-hued dress goods, and began unrolling the material, throwing it up against a rack

in rippling waves of streaming color. Straightway the exacting woman rose, left the silk salesman, came over and brought a dress pattern of that material, the only words that passed in making the sale being the price and the number of yards.

Instinct?

Probably.

Instinct helped by common sense in noting that the customer liked loud colors because she wore them, and that the silk salesman made no headway in her graces because he was showing her quiet colors and restrained patterns.

The best sales argument, after all, is the argument that merchandise makes itself through its fascination. If this is not truth, why then do we go to the expense of dressing windows and making displays inside the store? Try and name a half dozen groups of merchandise, including even the most utilitarian lines, in which color, texture, design, and other elements of appeal to the eye play no part. A difficult thing to do, because there is practically no such merchandise, even in drugs and hardware. Everything made for human use, from ships to sealing wax, and buildings to buttons, must be designed to please upon first sight, and also to be lived with afterward.

Again let it be said, that technical knowledge of merchandise in its proper place is most valuable, but its proper place is seldom that of furnishing material for argument in making a sale.

If a buyer wants to substitute good sales spirit for technical knowledge, let him so permeate his organization with an enthusiastic desire to play the sales game well, and an untiring cheerfulness and unfailing courtesy, that the technicalities will seldom come up between sales person and customer. And where they do, he himself can quickly settle them. A cheery greeting by the sales person, and patience under trying circumstances, and plain willingness to serve, are more potent than a technical sales demonstration every time.

There is even a certain advantage in technical ignorance. For it eliminates the danger of cocksureness and bumptiousness, and makes for the self-effacement that is a real power in selling.

The public would rather be served any time than taught.

Sales spirit is something to be created fresh every morning, the day's supply sufficing only for that day's use. It must come from a sound interest of the buyer himself in each day's work, and be energized by his own enthusiasm. He must bring it to the department each morning, and ration it out among his people, and according to the daily ration he will get his results. There must be enough of it left so that he will be able to inspire his people at any crisis in the day when spirit lags, and he must have a keen eye for individual helpers who are encountering difficulties.

They tell a story of David Belasco, whose methods as a producer of

plays are largely those recommended in this method of sales inspiration.

One of his companies had been on the road without supervision for several weeks, acting a play in which each part had originally been allotted to a player carefully chosen and painstakingly coached. When the curtain fell upon a slack matinee performance in a small town, Belasco suddenly appeared from the wings, calling the amazed company together. He had watched the whole performance from a concealed post in a box. There were only three hours until the night performance. Sending for the book, he threw himself into an exhaustive review of each actor's work, line by line. Nobody left the stage or even had time to remove makeup. Bit by bit, out of his own original inspiration, this master producer re-inspired his players, and recreated his play, and when it was performed again that evening, it had all the force and fire of an original production.

And this is what the buyer who relies upon sales spirit must do—day by day, and hour by hour, if necessary, out of his own enthusiasm and vitality, he must re-create the spirit upon which he depends for his results. —James H. Collins, in Dry Goods.

Annual Round-Up of Lincoln Mills Family.

The first annual round-up of the traveling representatives and house salesmen of the Grand Rapids Dry Goods Co. was held last Friday and Saturday. The affair started at the Peninsular Club at 6 o'clock Friday

evening, where the following menu was discussed:

Celery	Ripe Olives
Blue Point Cocktails	
Cream of Tomato	
Broiled Chicken	
Potatoes Au Gratin	
Asparagus Tips Hollandaise	
Head Lettuce	
French Dressings	
Apple Pie A La Mode	
Demi Tasse	

Bert Hogan enlivened the affair with stories and Jacob Smits with songs. At 8:15 all adjourned to the Empress Theater. The conference occupied all the time Saturday forenoon. Those who took part in the gathering are as follows:

Jay Berg.
L. D. Bovee.
Harry Datema.
Samuel De Maure.
Herman Duyser.
Lyton Harding.
Byron Helser.
D. King.
Leon Liesveld.
Stewart Mc Bain.
L. K. Mc Intyre.
Glenn Mc Laughlin.
F. J. Neuman.
R. C. Parker.
R. V. Pfeffer.
L. P. Pylman.
H. W. Sears.
F. J. Seibel.
C. W. Sergeant.
G. G. Sergeant.
R. A. Sergeant.
Bert Snell.
Gerritt Teunis.
Henry Ude.

Innocence is like an umbrella. When once it is lost it is useless to advertise for it.

SERVICE

QUALITY

Timely Warning to Our Trade

This is intended as a warning to our customers to prepare themselves to meet new shipping conditions that will, undoubtedly, arise because of the Government's taking control of the railroads. It is probable that an announcement will soon be made by the Director General of Railroads, declaring certain lines of merchandise essentials which will be given priority in shipment over other commodities. This will affect all express and freight shipments. Dry goods dealers should prepare to meet this condition and plan to place their orders for non-essentials farther in advance, allowing a much longer time for their transportation. It may be found that delays of weeks will occur in the receipt of non-essential shipments.

This is a very important move and should be given the closest attention by every merchant.

Grand Rapids Dry Goods Co

Exclusively Wholesale

QUALITY

Grand Rapids, Mich.

SERVICE



Grand Council of Michigan U. C. T.
Grand Counselor—John A. Hach, Coldwater.
Grand Junior Counselor—W. T. Balamy, Bay City.
Grand Past Counselor—Fred J. Moutier, Detroit.
Grand Secretary—M. Heuman, Jackson.
Grand Treasurer—Lou J. Burch, Detroit.
Grand Conductor—C. C. Starkweather, Detroit.
Grand Page—H. D. Ranney, Saginaw.
Grand Sentinel—A. W. Stevenson, Muskegon.
Grand Chaplain—Chas. R. Dye, Battle Creek.
Next Grand Council Meeting—Jackson.

Financial Imperialism Another Name For Dollar Diplomacy.

New York, Jan. 14—My attention has been called to the editorial comment you recently made in the Tradesman on an address of mine on financial imperialism.

In the first place, I am not a Socialist as your editorial seems to indicate. I am a Single Taxer, which, in a sense, is the antithesis of Socialism in that it seeks the establishment of industrial and economic liberty through the freeing of the land and the resources of the earth, and the opening of them up to use. This is a philosophy of economic freedom.

In addition, I did not interlock immigration and financial imperialism, as indicated. I held up to view the anomalous fact that, while the peoples of Europe are being driven from their native lands by poverty—which is the all but exclusive cause of immigration—these same nations were bending their energies to the export of wealth, which, if properly distributed, would have prevented the outflow of human beings. And it is a fact that emigration from the countries of Europe is in almost direct relation to the industrial conditions in those countries. The French do not migrate. Neither do the Swiss, the Danes, or Germans. Wherever Europe concerns itself with the economic well-being of its people, they stay at home; while, on the other hand, in those countries where poverty is most acute, there the people emigrate. And it is a sad commentary on the industrial organization of society that states should export human beings, the most valuable asset for which a state exists, without any concern for this loss, and, at the same time, should bend every energy to promote the exportation of wealth which, in so doing, unless it is mutual and is balanced by imports, increases the poverty at home. The population of Ireland was reduced by nearly one-half during the last century. Not because of famine, but because the wealth which the Irish produced was sent to England to pay rents to the alien landlords. And it is land monopoly and the exactions of landlords that has sent millions of people to this country from Hungary, Austria, Poland and Russia in recent years. Exploitation in some form or other lies back of emigration. It has been so since the first immigrant landed in this country.

I desire particularly to question the statement made by you that "trade and imperialism" are interchangeable phrases. Trade and imperialism are,

in fact, widely different things. I believe in the widest possible development of international trade. It would promote peace. It would level national boundaries. It would do much to alleviate poverty. I believe in absolute free trade, the abolition of customs duties of any kind. And irrespective of action by other countries, free trade would do more to promote America than any other single expedient, the taxation of land values alone excepted.

But trade is a very different thing from financial imperialism. And financial imperialism instead of making for peace is a cause—possibly, the most important of all causes of modern wars. Financial imperialism means the lending money to weak and defenceless states at high rates of interest, the struggle for railroad, mining, oil, rubber, copper, timber, and plantation concessions all over the world. It means spheres of influence, exclusive possessions, and the struggle of investors to exploit weak peoples, and to keep other nations out. Trade does not make for war, but financial imperialism does. Trade does not need the flag for its protection, but during the last fifty years financial imperialism has sent battleships and machine guns into practically every undeveloped portion of the world. It has reduced to complete or partial subjection nearly a billion people. Financial imperialism lies back of German penetration into Turkey, Asia Minor, Mesopotamia. It was the search for oil in part, at least, that led to the struggle of Germany, Russia and England for Persia. It was financial imperialism, in the struggle for Manchuria, that brought on the Russian-Japanese war; it brought on the Boer war; the struggle for the Powers in China, the Morocco incident, as well as the horrors of the rubber industry in the Congo. Financial imperialism lies back of the insistence of the Powers on the right to determine the internal life of our neighbor republic. Financial imperialism explains the distrust of South America to the United States. And it is financial imperialism, not our immigration laws, which threatens the friendly relations of this country and Japan. Japan insists that we shall not establish political power in China to defend our railroads, mining and other investments for the same reason that we would not permit German and English penetration into Venezuela in defence of their financial interests. Far from it being true that wars have not been the result of financial imperialism, the fact is that the European world has been at war or has been sitting on a volcano from 1880 down to date. Even the Balkan wars were primarily traceable to the struggle of the greater Powers to control the Balkan Peninsula in their own economic and imperialistic interests. And the struggle of financiers, concession seekers, and exploiters, whose combined overseas investments amount to from \$30,000,000,000 to \$40,000,000,000, has kept and will keep the world in a state of peril unless some means is discovered for ending the cause of conflict by the recognition of the right of weak and dependent peoples to the same freedom from foreign aggression as that enjoyed by a greater power.

Financial imperialism is not only a cause of war; it is a grave menace to the internal life of a state. The same money cannot be invested at home and in South Africa or China at the same time. Returns are higher in South Africa and in China than they are in the United States. That is the reason for the export of capital. And the American people have a right that their money should be used at home. The railroads need billions of dollars. Billions more could be used in the development of waterpower. Similar amounts could be expended in improved housing, the development of agriculture, and the promotion of the well-being of our people. We can weaken ourselves even in a military way by the export of capital. We can starve our means of communication and transportation, or industry



Five Stories Completed April, 1917

HOTEL BROWNING GRAND RAPIDS NEWEST

Fire Proof. At Sheldon and Oakes.
Every Room with Bath.
Our Best Rooms \$2.00; others at \$1.50.
Cafeteria - Cafe - Garage

THE NEW MERTENS
Rates \$1.00
With Shower \$1.50
Meals 50c
WIRE for RESERVATION
A Hotel to which a man may send his family

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up
EDWARD R. SWETT, Mgr.
Muskegon :: Michigan

Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

Good Food
Prompt Service
Reasonable Prices
What More Can You Ask?
LADIES SPECIALLY INVITED

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
\$1.50 up with bath

CAFETERIA IN CONNECTION

Public Telephones

Wherever busy men and women may be—in large places or small—public telephones place the convenience of telephone service (both local and long-distance) within easy reach.

The Blue Bell Telephone Sign points the way to public telephones. When you want to save time and effort, just look for the Blue Bell Sign and TELEPHONE.

Public telephones are found at railroad stations, hotels, restaurants; in cigar stores, drug stores and other places where they are easily accessible to the people.

Michigan State



Telephone Company

and our capital. But most important of all, we can starve our people as well. That is the primary reason why the wealth of America should be invested in America rather than be sent to Mexico, China, South America and Southern Africa. We exploit the natives of these countries, and exploit our own people in turn. For we export real wealth and get back paper securities in exchange and paper securities do not make a nation rich. That was the old Mercantilist philosophy that a country was enriched by a favorable balance of trade; that it ought to export wealth and get back gold. Financial imperialism is merely another form of the old, exploded, discarded Mercantilist policy of giving away the things we want, the things we need, in exchange for something that adds little to the wealth of the country or the well-being of the people.

Financial imperialism stands athwart the pathway of our future. America is a great creditor Nation. After the war all the countries of the world will be clamoring at our doors for loans. They will offer high rates of interest, much higher than can be secured in America. And the bankers of America, like the bankers of Europe, will enter into the struggle for loans, concessions, railroads, mines and plantations, and if history teaches anything it is that they will demand that our State Department, our diplomacy and our army and navy as well shall be used as an insurance agency to guarantee their risky and often shady investments. That is the meaning of Dollar Diplomacy. It means trouble. Not only for the weak countries, but among the greater Powers as well. It means that we will be asked to adopt the doctrine that the flag follows the investor—and that it should follow him without making too close enquiry about the honesty of his claims.

It is conceivable that if we export capital needed for agriculture, for the building of homes, for social legislation, and the upbuilding of America, that emigration might leave the United States, where 16,000,000 people of foreign descent live; for people do emigrate to better their condition, just as the 600,000 farmers of the Northwest moved to Canada. They may return to Europe, if Europe definitely and intelligently set itself to work of offering cheap land, homes, and opportunity for economic freedom in the devastated lands of Poland, Hungary, the Balkans, Russia or even in the Western reaches of Germany and England, that are planning to open up the land to use by the people.

Frederic C. Howe,
Commissioner of Immigration.

Mercantile Side Lights on the Celery City.

Kalamazoo, Jan. 15—George F. Spaeth and W. S. Butterfield have purchased the lease on the Fuller theater from F. J. Stafford and will continue to present standard road attractions, high class vaudeville and photo plays.

M. O. Riddle has moved his meat market from 209 East Main street to 114 South Burdick street, where he has arranged and equipped one of the finest retail meat shops in the State. The interior is finished entirely in white and the floor is covered with a rich green sawdust, making a pleasing and attractive combination. Plate glass shields are placed in front of all meats on display, keeping everything in a sanitary condition.

The Worden Grocer Company has recently added another fine new motor truck to its delivery equipment.

George W. Cross has recently purchased the building and stock of groceries on East North street, formerly owned and conducted by William Williams, who has decided to take up the farming business.

Frank A. Saville.

Bottom Facts From Booming Boyne City.

Boyne City, Jan. 19—W. S. Shallow, who has been the chemist for the Charcoal Iron Company of America at this place for the past five years has been appointed manager of the furnace department in place of J. D. Dunn. L. W. Siegal becomes Mr. Shallow's assistant.

Charles W. Moore, the veteran hardware dealer, has been made a director of the First National Bank. The directorate of this Bank is composed of the best mercantile talent of the town and shows a very flattering increase in business development for the past year. The Bank has had an increase in deposits of \$56,000 for 1917, in spite of the sale of \$177,000 Liberty Bonds during the year.

Mat. Cunningham has the position of superintendent of the W. H. White mills, in place of R. V. White, who has been general superintendent for many years. Mr. Cunningham has had many years of experience in the lumber business of this vicinity and is a thoroughly competent mill man. We all have our weaknesses, however, and Mat's is a big tuba. No band concert is complete without Cunningham and his big brass horn.

Arthur Albright has been appointed City Park and Play Grounds Com-

Mrs. Gill is improving rapidly at Butterworth hospital, Grand Rapids, where she underwent a serious surgical operation Jan. 3.

Don't forget the party next Saturday night. Bring your wife, mother, sister or sweetheart. If you haven't any of these, bring one of your cousins.

We enjoyed a very interesting meeting of Owosso Council on the afternoon of Jan. 5. Grand Counselor John A. Hach presided. Grand Junior Counselor W. T. Ballamy filled the Chaplain's chair. Past Grand Counselor Mark S. Brown acted as Past Counselor and Grand Page H. D. Ranney acted as Conductor. The offices of Junior Counselor and Sentinel were filled by other members of Saginaw Council, the names of whom we have forgotten. Two candidates were initiated and speeches were made by Grand Counselor Hach, Grand Junior Counselor Bellamy, District Deputy F. H. Clay, of Kalamazoo, M. S. Brown and Ben Mercer, of Saginaw, and Rodney Evans, of Flint. At the close of the meeting a splendid lunch was served, the details of which were in charge of Mrs. Hanifan. We missed the smiling face of the Honest Grocerman. Wonder what has become of him?

D. Bullen.

BATTLING FOR HOOVER.

"Though the grapefruit's sort of sour and the coffee's sort of flat,
When the sugar bowl is empty, life is sort of sweet at that.
Save a little, skimp a little, so the lads across the sea
Won't be cheated every morning out of sugar for their tea.
You can learn to love the flap-jack, though the syrup can be dry;
You can live without molasses in the Bostons, if you try.
We must discipline our sweet-teeth, for we'll never lick the Hun.
While the frosting's on the doughnut and the icing's on the bun."

"Though the bread grows gray and grayer, waste no time in vain
regret;
Days are meatless, wheatless, sweetless, but they're not quite eatless
yet.

If the 'flour' fades in winter as the flowers fade in spring,
Bear in mind the glow of glory that the Johnnycake can bring,
And the rye that's in the bottle, though it cheers the red-nose oaf.
Is a mighty sight more wholesome when it's leavened in the loaf.
Learn to limit the hot biscuits; our Great Project won't get by
While the dumpling's in the pudding and the crust is on the pie!"

"Though the slavy loves her gravy, and the son of Ham his ham,
Feed 'em up on fatless foodstuffs, like the oyster and the clam.
Though the farm hand's strong for sausage, when beside his plate
he sinks,

It is up to you to teach him not to miss the missing links.
Not to any wild heroics need the populace resort,
Even if they're short of shortening and the shortcake isn't short.
And we beg you to remember, as you buckle on your bibs,
That the fat that's in the pastry will not pad a soldier's ribs!"

Wayne Hotel Soon to Close.

Detroit, Jan. 15—War conditions having decreased its business to a point of bankruptcy, the Wayne Hotel is likely to close its doors within a few days. James R. Hayes, proprietor of the hotel since its opening, more than thirty years ago, filed a voluntary petition in bankruptcy in the Federal Court Monday.

The total debts are given as \$246,596.72, of which \$56,250 are secured. More than 150 creditors who have claims totalling \$99,999.49 are not secured. The assets are listed at \$598,451.92. Real estate valued at \$399,850, personal property at \$51,053 and household goods of \$40,000 are the largest items in the list of assets.

The Wayne Hotel was opened November, 1887. It is owned by the Wayne Hotel Co., Ltd. Good business was enjoyed for a number of years and the first setback for the hotel came four years ago when location of the Michigan Central Railway station was changed from across the street to its present site. "However, the moving of the railroad station was not the greatest blow our business received," said Mr. Hayes Monday.

"We built the baths and had good business. The baths are a real pay-

ing proposition, but we cannot carry the hotel along with their profits. The war has been the real reason for the present situation with regard to the hotel.

"Last spring business decreased and has been growing worse since that time. It has been particularly bad since the draft."

Mr. Hayes has heavy financial interests in the hotel. At the present he is figuring on a proposition to have the building used as a recuperation hospital for soldiers. This plan when broached to his friends has met with their approval and it is understood that he will suggest the proposition to Government officials.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Jan. 16—Creamery butter extras, 50@51c; first, 48@50c; common, 47@48c; dairy, common to choice, 35@45c; dairy, poor to common, all kinds, 32@35c.

Cheese—No. 1 new, fancy, 24c; choice, 23c; held 26c.

Eggs—Choice, new laid, 58@60c; fancy henner, 60@62c; storage candled, 48c; at mark, 45@46c.

Poultry (live)—Fowls, 27@30c; chicks, 27@30c; old cox, 20@22c; ducks, 25@30c.

Poultry (dressed)—Turkey, fancy, 36@37c; choice, 35c; geese, fancy, 24@25c; choice, 23@24c; ducks, fancy, 30c; choice, 28@29c; chickens, roasting fancy, 30c; choice, 27@28c; fowls, fancy, 27@28c; choice, 25@26c.

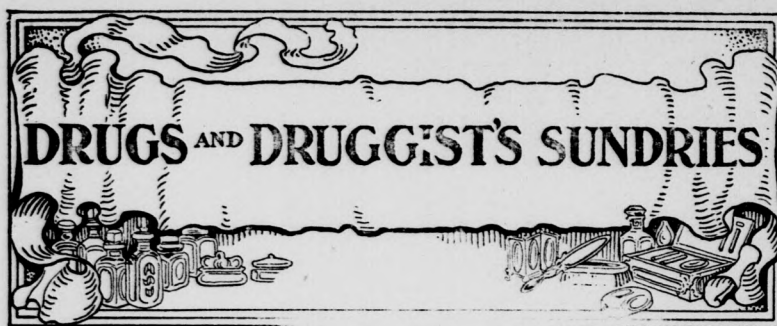
Beans—Medium, \$8.00; Peas, \$7.50 @7.75; Red Kidney, \$9.00; White Kidney, \$9.00; Marrow, \$8.50@9.00.

Potatoes—\$2.00@2.30 per 100 lbs.
Rea & Witzig.

When you see a man who questions the authenticated reports of brutality and indecency indulged in by the German army and the German people, he may safely be set down as a pro-German. It is now a matter of common knowledge that Germany emasculates every male person it can get its hands on who is not a Teuton and that the German soldiers, in raping every woman and outraging every female child they can thus debauch, are acting under the instructions of the German general staff. Any man who doubts these statements or questions their accuracy is a dangerous man to be permitted to live in this country. He is the type of man who is burning mills and elevators, blowing up bridges, tunnels, viaducts and munition plants, putting poison in food intended for our soldiers and scattering the seeds of disease and pestilence among the children of the country.

The Tradesman again warns its readers to carefully investigate the so-called industrial homes feature of the Salvation Army before presenting any cast-off clothing, waste paper or other articles having a commercial value to that organization. This feature is a private venture owned by the officers of the Army and is understood to be exceedingly profitable. If the possessor of old clothes wants them bestowed on worthy persons, instead of sold to people who are able to buy new goods, or shipped to paper mills, he would do well to investigate the admirable method of the City Rescue Mission in handling this department of public service. In this institution there is no "ring within a ring" to wring profit from the poor and unfortunate.

The bankrupt is usually the man who could only see the sin in advertISING.



Michigan Board of Pharmacy.

President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman, Sandusky; Charles S. Koon, Muskegon.
 Next Examination Session—Detroit, January 15, 16 and 17, 1918.

Michigan State Pharmaceutical Association.

President—P. A. Snowman, Lapeer.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—E. E. Faulkner, Delton.
 Next Annual Meeting—Detroit.

Michigan Pharmaceutical Travelers' Association.

President—W. F. Griffith, Howell.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Lead in Medicinal Zinc Oxide.

Zinc oxide has been a medicinal substance of importance for several hundred years. It was official in the first U. S. P. with a method of preparation from the metal, which would give a modern pharmacist something to exercise his professional skill upon, if he were now, as he was then, dependent entirely upon his own exertions for his supply of many of his chemicals.

For many years the supplies of zinc oxide entering the pharmaceutical trade were of high quality, and while it was necessary occasionally to reject a lot, there was not a great deal of trouble in obtaining supplies which were in full compliance with the U. S. P. in every respect.

This condition has recently changed, and I think I can safely assert that 90 per cent. of the zinc oxide on the market at the present time will not only not answer the U. S. P. test for absence of heavy metals but that in the majority of instances lead is present in an amount ranging from 0.1 per cent. to 0.5 per cent. calculated as metallic lead.

This condition has come about through the well-known fact that few if any pharmacists test their supplies, and still fewer pay any attention to such statements of the label as "U. S. P. in all respects except the heavy metal test."

No statement has appeared in recent literature calling attention to this condition, nor do the standards of any of the prominent pharmacopoeias of the world make any allowance for such large amounts of this impurity in zinc oxide. The latest editions of the following pharmacopoeias were consulted. Austrian, Belgian, British, Danish, French, German, Italian, Japanese, Netherland, Norwegian, Swedish, Swiss, Spanish and our own U. S. P.

In all of these there is a specific test for the absence of lead, the test being made in a slightly acid solution of the oxide with solution of hydrogen sulphide, the requirement being that a white precipitate be pro-

duced. The German Pharmacopoeia has in addition a specific test for absence of lead with potassium chromate solution in an acid solution of the oxide.

In applying the hydrogen sulphide test, found in all of the Pharmacopoeias quoted above, some difficulty is often experienced in observing the darkening due to lead on account of the interference of the light colored zinc sulphide which comes down and obscures the test and frequently makes it necessary to add repeated amounts of hydrogen sulphide and then make the final observations in comparison with a sample to which a known amount of lead has been added.

A very satisfactory method of detecting and estimating the lead which seems to be present occasionally as the sulphate, in part at least, is to dissolve five grammes of the sample of zinc oxide in a slight excess of diluted sulphuric acid, with gentle heat; collect and wash the precipitate with distilled water; then pour through the filter containing the precipitate a concentrated solution of ammonium acetate (about 25 per cent.) freshly made, and to this filtrate which now contains the lead in a soluble form add a slight excess of solution of potassium chromate which will precipitate insoluble lead chromate which may be collected on counterpoised filters or on a Gooch crucible mat, washed, dried, weighed and calculated as to its percentage. A more expeditious method which gives very good results with the amount of lead usually found at the present time is to simply dissolve 5 or 10 grammes of the sample in an excess of acetic acid and then perform the precipitation with potassium chromate in this solution directly, and collect, wash and weigh the precipitate as before. This latter modification will give low results, however, where part of the lead is present in the form of sulphate, as is often the case, as the sulphate will remain behind when the solution is made in acetic acid.

It would seem to be advisable for pharmacists to make an inspection of their stocks of zinc oxide and to firmly reject all samples containing lead in excess of the U. S. P. requirements. If this be generally done the manufacturers of zinc oxide will have to find some way of supplying the pharmaceutical trade with the lead-free zinc oxide to which they have been accustomed and to which they are entitled. Just as long as pharmacists continue to take whatever is offered to them, no matter how plainly it may be labeled as to deviation

from the official requirements, just so long will this sort of thing continue. Zinc oxide containing from 0.1 to 0.5 per cent. of lead is certainly not a proper article to use in making the ointment, and concerted action on the part of pharmacists all over the country would bring about a speedy improvement of this condition.

Charles H. Lawall.

The Poor Druggist.

A certain druggist in this city recently received the following curt and haughty note in a harsh feminine scrawl: "I do not want vasoline. I want glisserine. Is that plain enough? I persoom you can spell."

And some men try to make a cornet noise on a tin life salary.

The Advance in Surgical Dressings.

It is unnecessary to tell the druggist that the price of raw cotton has reached the highest price in the history of this country. Three years ago cotton could have been bought for 10 cents; to-day it is selling above 30 cents, so you can readily see why the manufacturers of surgical dressings have been forced to again advance their prices on surgical dressings. They have been forced to discontinue manufacturing many items in this line, being unable to obtain the crude material. Freight conditions are exceedingly trying at these times. Government demands upon the surgical dressing manufacturers are large, and no manufacturer in any line has handled this situation any



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ARSENATE OF LEAD

PARIS GREEN

TUBER TONIC

ARSENIC COMPOUNDS

BLUE VITRIOL

SULPHUR

COLORLED PAINTS

WHITE LEAD

LINSEED OIL

TURPENTINE, Etc.

During the season of 1917, there was a time when the manufacturers and wholesalers could not fill their orders for Insecticides, on account of an unusual demand which was prompted by state and government officials.

The federal government has recently called for a report from all of the manufacturers and wholesalers of Insecticides, and the government states clearly that they must know upon what parties they can rely for the proper distribution of Insecticides at the right time during the coming season.

A word to the wise is sufficient and we would advise that the retailers buy Insecticides early because we may be called upon later to distribute the same according to the command and direction of the federal government.

This message is to our customers and we trust will be thoroughly considered.

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

better than the surgical dressing manufacturer.

Surgical dressings are necessities and no cut rate or penny sale method is required to sell them. Two years ago, a great number of druggists would not believe that they could sell surgical dressings at the prices they are receiving for them today. It is necessary for them to receive a fair and honest profit on merchandise that they sell and surgical dressings do allow this profit. This selling scale of surgical dressings is being used by many of the retail druggists:

Plasters.

Belladonna25
Belladonna Capsicum20
Kidney25
Pleurisy25
Strengthening15

Absorbent Cotton.

1 lb. Absorbent Cotton75
1/2 lb. Absorbent Cotton40
1/4 lb. Absorbent Cotton25
2 oz. Absorbent Cotton15
1 oz. Absorbent Cotton10
1/2 oz. Absorbent Cotton05

Sterilized Gauze.

1 yard Sterilized Gauze15
5 yards Sterilized Gauze60
25 yards Sterilized Gauze	2.50

Sterilized Gauze Bandages.

1 in. Sterilized Gauze Bdg. \$.06
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1 1/2 in. Sterilized Gauze Bdg. .	.09
2 in. Sterilized Gauze Bdg. .	.12
2 1/2 in. Sterilized Gauze Bdg. .	.15
3 in. Sterilized Gauze Bdg. .	.18
3 1/2 in. Sterilized Gauze Bdg. .	.21
4 in. Sterilized Gauze Bdg. .	.24
Sanitary Napkins—12 in a Package.	
Small Sanitary Napkins	\$4.45
Medium Sanitary Napkins50
Large Sanitary Napkins55
Sanitary Napkins—6 in a Package.	
Small Sanitary Napkins25
Medium Sanitary Napkins30
Large Sanitary Napkins35
Hospital or Roll Cotton.	
1 lb. Hospital or Roll Cotton ..	.50
Felt Corn and Bunion Plasters or Rings.	
Per Box12
Lint in lb. packages	1.25
Oil Silk, per yard	1.50
Oil Silk, small size30

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—is the new "cold bottle" to enjoy with the immemorial "hot bird"—a soft drink in the strictest sense, but the liveliest, nippiest appetizer imaginable—rich in the flavor of nutritive hops. BEVO makes good things to eat taste even better—and it's healthful.

ANHEUSER-BUSCH
St. Louis, U. S. A.



WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue

Acids		Cubebs	9 00@25	Capsicum	@2 15
Boric (Powd.) ..	18@ 25	Eigerson	2 75@3 00	Cardamon	@2 10
Boric (Xtal) ..	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	@1 60
Carbolic	75@ 78	Hemlock, pure ..	1 75@2 00	Catechu	@1 60
Citric	94@1 00	Juniper Berries ..	20 00@20 20	Cinchona	@2 35
Muriatic	3 1/2@ 5	Juniper Wood ..	2 75@3 00	Colchicum	@2 40
Nitric	10 1/4@ 15	Lard, extra	2 10@2 20	Cubebs	@2 35
Oxalic	65@ 70	Lard, No. 1	1 85@1 95	Digitalis	@1 90
Sulphuric	3 1/2@ 5	Lavender Flow. ..	7 00@7 25	Gentian	@1 50
Tartaric	1 05@1 10	Lavender, Gar'n ..	1 35@1 40	Ginger	@2 50
Ammonia		Lemon	2 00@2 25	Guaiac	@1 90
Water, 26 deg. ..	17@ 25	Linseed, boiled bbl.	41 54	Guaiac, Ammon.	@1 80
Water, 18 deg. ..	12@ 20	Linseed, bld. less 1	44@1 54	Iodine	@1 80
Water, 14 deg. ..	10 1/2@ 15	Linseed, raw, bbl.	41 33	Iodine, Colorless	@1 75
Carbonate	14 @ 16	Linseed, rw less 1	43@1 53	Iron, clo.	@1 60
Chloride	25 @ 35	Mustard, true, oz.	@2 25	Kino	@1 65
Balsams		Mustard, artifl. oz.	@2 00	Myrrh	@2 50
Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Nux Vomica	@1 75
Fir (Canada) ..	1 25@1 50	Olive, pure	3 75@5 00	Opium	@9 50
Fir (Oregon) ..	40@ 60	Olive, Malaga, ..	3 50@3 60	Opium, Camph.	@1 80
Peru	5 50@5 75	yellow	3 50@3 60	Opium, Deodor'd	@9 50
Tolu	1 40@1 60	green	3 50@3 60	Rhubarb	@1 65
Barks		Orange, Sweet ..	4 25@4 50	Paints	
Cassia (ordinary)	25@ 30	Origanum, pure ..	@2 50	Lead, red dry ..	11 1/4@11 1/4
Cassia (Saigon)	90@1 00	Origanum, com'l ..	@2 75	Lead, white dry 11	@11 1/4
Elm (powd. 35c)	30@ 35	Pennyroyal	2 25@2 50	Lead, white oil 11	@11 1/2
Sassafras (pow. 35c)	@ 30	Peppermint	4 50@4 75	Ochre, yellow bbl.	@ 1 1/2
Soap Cut (powd.)	23@ 25	Rose, pure	30 00@32 00	Ochre, yellow less 2	@ 5
35c	23@ 25	Rosemary Flows 1	50@1 75	Putty	@3 6
Berries		Sandalwood, E. ..	17 00@17 25	Red Venet'n bbl.	1 1/2@ 5
Cubeb	1 40@1 50	Sassafras, true ..	2 00@2 25	Red Venet'n less ..	2@ 5
Fish	20@ 25	Sassafras, artifl ..	60@ 75	Vermillion, Amer.	25@ 30
Juniper	9@ 15	Spearment	4 75@5 00	Whiting, bbl.	@ 3
Prickley Ash	@ 30	Sperm	2 40@2 50	Whiting	3 1/4@ 6
Extracts		Tansy	4 75@5 00	L. H. P. Prep'd ..	2 15@2 25
Licorice	60@ 65	Tar, USP	35@ 50	Miscellaneous	
Licorice powdered	85@ 90	Turpentine, bbls. ..	@ 54	Acetanana	1 00@1 10
Flowers		Turpentine, less ..	59@ 64	Alum	12@ 15
Arnica	2 50@2 75	Wintergreen, tr. 5	50@5 75	Alum, powdered and	
Chamomile (Ger.)	75@1 00	Wintergreen, sweet		ground	14@ 17
Chamomile Rom. 2	00@2 20	birch	4 00@4 25	Bismuth, Subni-	
Gums		Wintergreen art 1	25@1 50	trate	3 60@3 70
Acacia, 1st	75@ 80	Wormseed	10 50@10 75	Borax xtal or	
Acacia, 2nd	65@ 75	Wormwood	6 00@6 25	powdered	10@ 15
Acacia, Sorts	40@ 50	Potassium		Cantharides po ..	2 00@6 00
Acacia, powdered	60@ 70	Bicarbonate	1 90@2 00	Calomel	2 56@2 60
Aloes (Barb. Pow)	30@ 40	Bichromate	60@ 70	Capsicum	35@ 40
Aloes (Cape Pow)	20@ 25	Bromide	1 80@2 10	Carmine	6 50@7 00
Aloes (Soc. Pow. 60)	@ 25	Carbonate	1 85@2 00	Cassia Buds	@ 40
Asafoetida,	@2 25	Chlorate, gran'r ..	95@1 00	Cloves	77@ 85
Asafoetida, Powd.		Chlorate, xtal or		Chalk Prepared ..	12@ 15
Pure	@2 50	powd.	70@ 75	Chalk Precipitated	10@ 16
Camphor	1 00@1 05	Cyanide	80@1 00	Chloroform	90@ 97
Guaiac	45@ 50	Iodide	4 59@4 66	Chloral Hydrate 1	92@2 12
Guaiac, powdered	@ 60	Permanganate	@5 25	Cocaine	11 75@12 30
Kino	70@ 75	Prussiate, yellow	@1 75	Cocoa Butter	50@ 60
Kino, powdered ..	75@ 80	Prussiate, red ..	3 75@4 00	Corks, list, less 55%	
Myrrh	@ 55	Sulphate	@ 90	Copperas, bbls.	@ 2 1/4
Myrrh, powdered ..	@ 60	Roots		Copperas, less ..	2 1/4@ 7
Opium	40 00@40 20	Alkanet	2 00@2 10	Copperas, powd. ..	4@ 10
Opium, powd.	42 00@42 20	Blood, powdered ..	25@ 30	Corrosive Sublim. 2	30@2 40
Opium, gran.	42 00@42 20	Calamus	30@3 30	Cream Tartar	68@ 75
Shellac	70@ 80	Calcampane, pwa ..	15@ 20	Cuttlebone	65@ 70
Shellac, Bleached	85@ 90	Gentian, powd.	30@ 35	Dextrine	10@ 15
Tragacanth	2 50@3 00	Ginger, African, ..	20@ 25	Dover's Powder 5	75@6 00
Tragacanth powder	2 50	Ginger, Jamaica ..	30@ 35	Emery, All Nos. ..	10@ 15
Turpentine	10@ 15	powdered	22@ 30	Emery, Powdered ..	8@ 10
Insecticides		Golden seal pow. 8	00@8 20	Epsom Salts, bbls. ..	@ 4 1/2
Arsenic	23@ 30	Ipecac, powd.	4 00@4 25	Epsom Salts, less 5	@ 8
Blue Vitriol, bbl.	@11 1/2	Licorice	35@ 40	Ergot	1 25@1 50
Blue Vitriol, less 12 1/2	@ 20	Licorice, powd.	30@ 40	Ergot, powdered 2	75@3 00
Bordeaux Mix Dry	20@ 25	Orris, powdered ..	35@ 40	Flake White	15@ 20
Hellebore, White		Poke, powdered ..	20@ 25	Formaldehyde, lb.	25@ 30
powdered	38@ 45	Rhubarb	75@1 25	Gelatin	1 75@1 90
Insect Powder	40@ 60	Rhubarb, powd. ..	75@1 25	Glassware, full cs.	58%
Lead, Arsenate Po	34@ 44	Rosinweed, powd. 2	50@ 30	Glassware, less 50%	
Lime and Sulphur		Sarsaparilla, Hond.	75@ 80	Glauber Salts, bbl.	@ 2 1/4
Solution, gal.	15@ 25	ground	65@ 70	Glauber Salts, less 3	@ 6
Paris Green	55@ 60	Squills	35@ 40	Glue, Brown	25@ 35
Ice Cream		Squills, powdered	45@ 65	Glue, Brown Grd.	25@ 35
Piper Ice Cream Co.,		Tumeric, powd.	13@ 20	Glue, White	30@ 35
Kalamazoo		Valerian, powd.	@1 00	Glue, White Grd.	30@ 35
Bulk Vanilla	80	Seeds		Glycerine	78@ 95
Bulk Special Flavored	90	Anise	35@ 40	Hops	60@ 75
Brick, Plain	25	Anise, powdered ..	40@ 45	Iodine	5 60@5 90
Brick, Fancy	30	Bird, Is	10	Iodoform	6 59@6 74
Leaves		Canary	12@ 16	Lead, Acetate	21@ 25
Buchu	1 75@1 85	Caraway	85@ 90	Lycopodium	2 75@3 00
Buchu, pow'd'd ..	1 85@2 00	Cardamon	1 80@2 00	Mace	85@ 90
Sage, bulk	67@ 70	Celery (Powd. 50)	38@ 45	Mace, powdered ..	95@1 00
Sage, 1/4 loose ..	72@ 78	Coriander	38@ 45	Menthol	4 25@4 50
Sage, powdered ..	55@ 60	Dill	30@ 35	Morphine	16 60@17 00
Senna, Alex	90@1 00	Fennel	90@1 00	Nux Vomica	22 1/2@ 30
Senna, Tinn.	40@ 45	Flax	8 1/4@ 12	Nux Vomica, pow.	@ 30
Senna, Tinn. pow.	50@ 55	Flax, ground	8 1/4@ 12	Pepper, black pow.	35@ 40
Uva Ursi	18@ 20	Foenugreek pow. ..	19@ 25	Pepper, white	@ 45
Nuts		Lobelia	8 1/2@ 12	Pitch, Burgundy ..	@ 15
Almonds, Bitter, ..	15 00@16 00	Mustard, yellow ..	19@ 25	Quassia	90@1 00
Almonds, Bitter, ..	7 00@7 20	Mustard, black ..	19@ 25	Quinine	90@1 00
Almonds, Sweet, ..	1 35@1 60	Mustard, powd.	22@ 30	Rochelle Salts ..	48@ 55
Almonds, Sweet, ..	65@ 75	Poppy	@1 00	Saccharine, oz.	@3 80
Amber, crude	1 75@2 00	Quince	@1 25	Salt Peter	36@ 45
Amber, rectified ..	2 50@2 75	Rape	15@ 20	Seidlitz Mixture ..	41@ 45
Anise	2 00@2 25	Sabadilla	@ 35	Soap, green	20@ 30
Bergamont	8 00@8 25	Sabadilla, powd. ..	35@ 45	Soap mott castile 22 1/4	@ 35
Cajeput	1 35@1 60	Sunflower	8 1/2@ 12	Soap, white castile	@19 00
Cassia	3 00@3 25	Worm American ..	@ 25	case	
Castor	3 20@3 30	Worm Levant ..	1 00@1 10	less, per bar	@2 00
Cedar Leaf	1 75@2 00	Tinctures		Soda Ash	5 1/4@ 10
Citronella	1 00@1 25	Aconite	@1 65	Soda Bicarbonate ..	@ 6
Cloves	4 75@5 00	Aloes	@1 35	Soda, Sal	@2 5
Cocoonut	40@ 50	Arnica	@3 15	Spirits Camphor ..	@1 25
Cod Liver	5 35@5 50	Asafoetida	@4 40	Sulphur, roll	4 1/4@ 10
Cotton Seed	1 95@2 05	Belladonna	@2 35	Sulphur, Subl.	5@ 10
Croton	2 00@2 25	Benzoil	@2 50	Tamarinds	15@ 20
		Benzoil Compo'd ..	@3 30	Tartar Emetic	@ 90
		Buchu	@2 40	Turpentine, Ven. ..	50@4 75
		Cantharadics	@3 90	Vanilla Ex. pure ..	1 50@2 00
				Witch Hazel	1 35@1 75
				Zinc Sulphate	10@ 15

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Cocoanut Ground Pepper Twine			
AMMONIA Arctic Brand 12 oz. ovals, 2 doz. box 2 40		Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's ptes. 3 75 Burnham's qts. 7 50	
AXLE GREASE Frazer's 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00		Corn Fair 1 85 Good 1 85 Fancy 1 85 French Peas Monbadon (Natural) per doz. 1 25 Gooseberries No. 2, Fair 1 25 No. 2, Fancy 1 25	
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75		Hominy Standard 1 25 Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80	
BATH BRICK English 95		CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35	
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40		CLOTHES LINE Per doz. No. 40 Twisted Cotton 1 65 No. 50 Twisted Cotton 2 00 No. 60 Twisted Cotton 2 50 No. 80 Twisted Cotton 2 65 No. 50 Braided Cotton 2 25 No. 60 Braided Cotton 2 40 No. 80 Braided Cotton 2 90 No. 50 Sash Cord 3 00 No. 60 Sash Cord 3 50 No. 60 Jute 1 25 No. 72 Jute 1 40 No. 60 Sisal 1 30	
BREAKFAST FOODS Bear Food, Pettijohns 2 85 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 75 Washington Crisps 2 30 Wheatena 5 10 Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 3 80 Krinkle Corn Flakes 2 80 Maple-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s 1 95 Ross's Whole Wheat Biscuit 4 50 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cer'l 2 50 Post Toasties, T-2 3 30 Post Toasties, T-3 3 30 Post Tavern Porridge 2 80		Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10	
BROOMS Fancy Parlor, 25 lb. 9 00 Parlor, 5 String, 25 lb. 8 25 Standard Parlor, 23 lb. 8 00 Common, 23 lb. 7 50 Special, 23 lb. 7 25 Warehouse, 23 lb. 10 00		COCOA Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 38 Lowney, 1/2s 37 Lowney, 5 lb. cans 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1/4s 36 Van Houten, 1/2s 65 Wan-Eta 36 Webb 33 Wilbur, 1/4s 33 Wilbur, 1/2s 32	
BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00 Stove No. 3 1 00 No. 2 1 50 No. 1 2 00 Shoe No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90		COCOANUT Dunham's per lb. 1/4s, 5 lb. case 32 1/4s, 5 lb. case 31 1/4s, 15 lb. case 31 1/4s, 15 lb. case 30 1/4s, 15 lb. case 29 1/4s & 1/2s, 15 lb. case 30 5 and 10c pails 4 25 Bulk, pails 21 Bulk, barrels 20 Baker's Brazil Shredded 50 5c pkgs., per case 3 00 36 10c pkgs., per case 3 00 16 10c and 33 5c pkgs., per case 3 00 Bakers Canned, doz. 1 10	
BUTTER COLOR Dandelion, 25c size ... 2 00		COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 25 Fancy 26	
CANDLES Paraffine, 6s 12 1/2 Paraffine, 12s 13 1/2 Wicking 46		Cheese Acme @29 Carson City @28 Brick @32 Leiden @ Limburger @32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @	
CANNED GOODS Apples 8 lb. Standards .. @5 25 No. 10 @5 25 Blackberries 2 lb. @2 25 Standard No. 10 .. @9 50 Beans Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 50@2 00 Wax 1 50@2 00 Blueberries Standard @1 75 No. 10 @3 00		COFFEE Tuna Case 1/4s, 4 doz. in case 4 50 1/4s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00 CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's pints 2 75 CHEESE Acme @29 Carson City @28 Brick @32 Leiden @ Limburger @32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @	

Java Private Growth 26@30 Mandling 31@35 Aukola 30@32	Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28	Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong	Package New York Basis Arbuckle 21 50 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.	Extracts Holland, 1/2 gro. bxs. 95 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43	CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	CONFECTIONERY Stick Candy Pails Horehound 16 Standard 16 Cases Jumbo 17 Big Stick 17 Boston Sugar Stick 20 Mixed Candy Pails Broken 13 Cut Loaf 18 French Cream 20 Grocers 19 Kindergarten 17 Leader 15 Monarch 18 Novelty 19 Paris Creams 22 Premio Creams 16 Royal 16 Special 14 X L O 14	Specialties Pails Auto Kisses (baskets) 19 Bonnie Butter Bites 23 Butter Cream Corn 21 Caramel Bon Bons 21 Caramel Croquettes 20 Cocoanut Waffles 20 Coffy Toffy 22 National Mints 7 lb tin 22 Fudge, Walnut 22 Fudge, Choc. Peanut 21 Fudge, White Center 21 Fudge, Cherry 22 Fudge, Cocoanut 22 Honey-suckle Candy 22 Iced Maroons 19 Iced Orange Jellies 20 Italian Bon Bons 20 AA Licorice Drops 1 75 Lozenges, Pep. 20 Lozenges, Pink 20 Manchus 20 Molasses Kisses, 10 lb. box 20 Nut Butter Puffs 20 Star Patties, Asst. 22 Chocolates Pails Assorted Choc. 22 Amazon Caramels 23 Champion 19 Choc. Chips, Eureka 26 Climax 20 Eclipse, Assorted 21 Ideal Chocolates 21 Klondike Chocolates 27 Nabobs 27 Nibble Sticks, box 1 75 Nut Wafers 27 Ocoro Choc Caramels 25 Peanut Clusters 30 Quintette 22 Regina 18 Star Chocolates 20 Superior Choc. (light) 22	Pop Corn Goods Without prizes. Cracker Jack with coupon 3 50 Cracker-Jack Prize 3 75 Checkers Prize 3 75 Cough Drops Putnam Menthol 1 35 Smith Bros. 1 35	COOKING COMPOUNDS Crisco 36 1 lb. cans 9 50 24 1 1/2 lb. cans 9 50 6 6 lb. cans 9 50 4 9 lb. cans 9 50 Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 1 doz. 6 15 Quarts, tin, 1 doz. 6 75 1/2 gal. tins, 1 doz. 10 75 Gal. tins, 1/2 doz. 10 25 5 Gal. tins, 1-6 doz. 18 50	NUTS—Whole Almonds, Tarragona 21 Almonds, California soft shell Drake ... 18 Brazilis 18
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Filberts 20 Cal. No. 1 S. S. 24 Walnuts, Naples 22 Walnuts, Grenoble 16 1/2 Table nuts, fancy 17 Pecans, Large 17 Pecans, Ex. Large .. 20	Shelled No. 1 Spanish Shelled Peanuts 16 @16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2 @17 Pecan Halves @90 Walnut Halves 65 Filbert Meats @42 Almonds @60 Jordan Almonds	Peanuts Fancy H P Suns Raw 14 @15 Roasted 15 @16 H P Jumbo Raw 15 @16 Roasted 16 @17	CREAM TARTAR Barrels or Drums 63 Boxes 15	DRIED FRUITS Apples Evap'd, Choice, blk @16 Evap'd Fancy blk. @	Apricots California @21	Citron Corsican @27	Currants Imported, 1 lb. pkg. 26 Imported, bulk 25 1/2	Peaches Muirs—Choice, 25 lb. 12 Muirs—Fancy, 25 lb. 13 Fancy, Peeled, 25 lb. 16	Peel Lemon, American 22 Orange, American 23	Raisins Cluster, 20 cartons ... Loose Muscatels, 4 Cr. 9 Loose Muscatels, 3 Cr. 8 1/2 L. M. Seeded 1 lb. 10 1/2 @11	California Prunes 90-100 25 lb. boxes @10 1/2 80-90 25 lb. boxes @11 70-80 25 lb. boxes @12 60-70 25 lb. boxes @13 1/2 50-60 25 lb. boxes @14 40-50 25 lb. boxes @15	FARINACEOUS GOODS Beans California Limas 16 1/2 Med. Hand Picked ... 15 Brown, Holland	Farina 25 1 lb. packages 2 65 Bulk, per 100 lb. 9	Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 80	Hominy Pearl, 100 lb. sack 6 00	Macaroni Domestic, 10 lb. box ... 1 30 Imported, 25 lb. box ... 1 87 1/2 Skinner's 24s, case 1 87 1/2	Pearl Barley Chester 6 00 Portage 7 50	Peas Green, Wisconsin, lb. 11 1/2 Split, lb. 11 1/2	Sago East India 15 German, sacks 15 German, broken pkg.	Taploca Flake, 100 lb. sacks ... 15 Pearl, 100 lb. sacks ... 15 Pearl, 36 pkgs. 2 75 Minute, 10c, 3 doz. ... 3 25	FISHING TACKLE 1/2 to 1 in. 6 1 1/4 to 2 in. 7 1 1/2 to 2 in. 9 2 in. 11 3 in. 15 20	Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20	Linen Lines Small 20 Medium 26 Large 34	Poles Bamboo, 16 ft., per doz. 60 Bamboo, 14 ft., per doz. 55 Bamboo, 18 ft., per doz. 80
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FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon		Per Doz. 7 Dram 15 Cent 1 20 1 1/4 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/4 Ounce 35 Cent 2 75 2 1/2 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/4 Ounce Assorted .. 2 00	FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 11 35 Fancy Spring 12 50 Wizard Graham 11 00 Wizard, Gran. Meal 12 00 Wizard Buckw't cwt. 7 00 Rye 11 00 Kaw's Best 12 50		Valley City Milling Co. Lily White 12 00 Graham 5 40 Granana Health 5 50 Gran. Meal 5 70 Bolted Meal 5 60	Watson-Higgins Milling Co New Perfection 11 50 Worden Grocer Co. Quaker, 1/4s cloth .. 10 85 Quaker, 1/4s cloth .. 10 75 Quaker, 1/4s cloth .. 10 65 Quaker, 1/4s paper .. 10 75 Quaker, 1/4s paper .. 10 65	Kansas Hard Wheat Worden Grocer Co. American Eagle, 1/4s 12 20 American Eagle, 1/4s 12 10 American Eagle, 1/4s 12 00	Spring Wheat Judson Grocer Co. Ceresota, 1/4s cloth .. 12 30 Ceresota, 1/4s cloth .. 12 20 Ceresota, 1/4s cloth .. 12 10	Worden Grocer Co. Wingold, 1/4s cloth Sold Out Wingold, 1/4s cloth Sold Out Wingold, 1/4s cloth Sold Out	Meal Bolted 10 55 Golden Granulated .. 10 75	Wheat Red 2 08 White 2 05	Oats Michigan carlots 65 Less than carlots 68	Corn Carlots 2 14 Less than carlots 2 17	Hay Carlots 20 00 Less than carlots 22 00	Feed Street Car Feed 75 00 No. 1 Corn & Oat Fd 75 00 Cracked Corn 80 00 Coarse Corn Meal .. 80 00	FRUIT JARS Mason, ptes., per gro. 7 10 Mason, qts., per gro. 7 50 Mason, 1/2 gal. per gro. 9 85 Mason, can tops, gro. 2 80	GELATINE Cox's, 1 doz. large ... 1 45 Cox's, 1 doz. small ... 90 Knox's Sparkling, doz. 1 75 Knox's Sparkling, gr. 20 50 Knox's Acidu'd doz. 1 85 Minute, 1 doz. 1 25 Minute, 3 doz. 3 75 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 40 Plymouth Rock, Plain 1 25 Waukesha 1 60	GRAIN BAGS Broad Gauge, 12 oz. ... 24 Climax, 14 oz. 29 Stark, A, 16 oz.	HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25	HIDES AND PELTS Hides Green, No. 1 16 Green, No. 2 15 Cured, No. 1 17 Cured, No. 2 17 Calfskin, green, No. 1 24 Calfskin, green, No. 2 22 1/2 Calfskin, cured, No. 1 26 Calfskin, cured, No. 2 24 1/2 Horse, No. 1 6 00 Horse, No. 2 5 00	Pelts Old Wool 75 @2 00 Lambs 50 @1 50 Shearings 50 @1 50	Tallow Prime @13 No. 1 @12 No. 2 @11
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Wool
Unwashed, med. . . @60
Unwashed, fine . . . @55

FURS
Coon, large . . . 3 50
Coon, medium . . . 2 50
Coon, small . . . 1 00
Mink, large . . . 4 50
Mink, medium . . . 3 25
Mink, small . . . 2 00
Muskrats, winter . . . 65
Muskrats, fall . . . 45
Muskrats, small fall . . . 30
Skunk, No. 1 . . . 4 25
Skunk, No. 2 . . . 3 00
Skunk, No. 3 . . . 1 90
Skunk, No. 4 . . . 90

HONEY
A. G. Woodman's Brand.
7 oz., per doz.
20 oz., per doz. 3 90

HORSE RADISH
Per doz. 90

JELLY
5 lb. pails, per doz. . .
15 lb. pails, per pail . . 1 30
30 lb. pails, per pail . . 2 50

Jiffy-Jell
Straight or Assorted
Per doz. 1 15
Per case, per 4 doz. . . 4 60
Eight Flavors: Raspberry,
Strawberry, Cherry, Lemon,
Orange, Lime, Pine-
apple, Mint.

JELLY GLASSES
1/4 pt. in bbls., per doz. 25
1/2 pt. in bbls., per doz. 27
3/4 oz. capped in bbls.,
per doz. 27

MAPLEINE
2 oz. bottles, per doz. 3 00
1 oz. bottles, per doz. 1 75
16 oz. bottles, per doz. 16 50
32 oz. bottles, per doz. 30 00

MINCE MEAT
Per case 3 75

MOLASSES
New Orleans
Fancy Open Kettle . . . 56
Choice 52
Good
Stock

Half barrels 2c extra

Red Hen, No. 2 . . . 2 30
Red Hen, No. 2 1/2 . . 2 90
Red Hen, No. 5 . . . 2 80
Red Hen, No. 10 . . . 2 65

Uncle Ben, No. 2 . . . 2 30
Uncle Ben, No. 2 1/2 . . 2 90
Uncle Ben, No. 5 . . . 2 80
Uncle Ben, No. 10 . . . 2 65

Ginger Cake, No. 2 . . 2 65
Ginger Cake, No. 2 1/2 . 3 20
Ginger Cake, No. 5 . . 3 10
O. & L. Open Kettle,
No. 2 1/2 4 25

MUSTARD
1/2 lb. 6 lb. box . . . 16

OLIVES
Bulk, 1 gal. kegs 1 20@1 30
Bulk, 2 gal. kegs 1 15@1 25
Bulk, 5 gal. kegs 1 05@1 15

Stuffed, 5 oz. 1 10
Stuffed, 5 oz. 1 15
Stuffed, 14 oz. 2 50
Pitted (not stuffed)
14 oz. 2 50

Manzanilla, 8 oz. . . 1 10
Lunch, 10 oz. . . . 1 50
Lunch, 16 oz. . . . 2 60
Queen, Mammoth, 19
oz. 5 00

Queen, Mammoth, 28
oz. 6 25
Olive Chow, 2 doz. cs.
per doz. 2 25

PEANUT BUTTER
Bel-Car-Mo Brand
4 oz. 4 doz. in case . . 3 60
7 oz. 2 doz. in case . . 2 90
8 oz. 2 doz. in case . . 3 30

18 oz. 1 doz. in case . . 3 00
12 2 lb. pails . . . 5 00
5 lb. pails, 6 in crate 5 50
10 lb. pails . . . 19
15 lb. pails . . . 18 1/2
25 lb. pails . . . 18
50 lb. tins . . . 17 1/2

PETROLEUM PRODUCTS
Iron Barrels

Perfection 11.
Red Crown Gasoline . . 21.5
Gas Machine Gasoline . 35.9
V M & P Naphtha . . . 21.
Capitol Cylinder, Wood
Bbls. 36.9
Capitol Cylinder, Iron
Bbls. 35.9

Atlantic Red Engine,
Iron Bbls. 21.9
Winter Black, Iron
Bbls. 11.9
Polarine, Iron Bbls. . . 38.9

PICKLES
Medium

Barrels, 1,200 count 12 00
Half bbls., 600 count 6 50
5 gallon kegs . . . 2 60

Small

Barrels 14 00
Half barrels . . . 7 50
5 gallon kegs . . . 2 80

Gherkins

Barrels 25 00
Half barrels . . . 13 00
5 gallon kegs . . . 4 50

Sweet Small

Barrels 24 00
5 gallon kegs . . . 4 20
Half barrels . . . 12 50

PIPES

Clay, No. 216, per box

Clay, T. D. full count 80

Cob, 3 doz. in box . . 1 25

PLAYING CARDS

No. 90 Steamboat . . 2 25

No. 808, Bicycle . . . 3 50

Pennant 3 25

POTASH

Babbitt's, 2 doz. . . . 1 90

PROVISIONS

Barreled Pork

Clear Back . . . 52 00@53 00

Short Cut . . . 50 00@51 00

Bean 47 00@48 00

Brisket, Clear . . . 55 00@56 00

Pig

Clear Family . . . 35 00

Dry Salt Meats

S P Bellies . . . 32 00@33 00

Lard

Pure in tierces . . . 29 1/2@30

Compound Lard . . . 24 1/2@24 1/2

80 lb. tubs . . . advance 1/4

60 lb. tubs . . . advance 1/4

50 lb. tubs . . . advance 1/4

20 lb. pails . . . advance 3/4

10 lb. pails . . . advance 3/4

5 lb. pails . . . advance 1

3 lb. pails . . . advance 1

Smoked Meats

Hams, 14-16 lb. . . 23 @29

Hams, 16-18 lb. . . 27 @28

Hams, 18-20 lb. . . 26 @27

Ham, dried beef
sets 29 @30

California Hams 23 @23 1/2

Plum Boiled

Hams 31 @32

Boiled Hams . . . 41 @42

Minced Hams . . . 20 @21

Bacon 37 @42

Sausages

Bologna 15

Liver 12

Frankfort . . . 17

Pork 14@15

Veal 11

Tongue 11

Headcheese . . . 14

Beef

Boneless . . . 25 00@27 00

Rump, new . . . 30 00@31 00

Pig's Feet

1/4 bbls. 1 75

3/4 bbls., 40 lbs. . . 3 40

1/2 bbls. 9 00

1 bbl. 16 00

Tripe

Kits, 15 lbs. 90

1/4 bbls., 40 lbs. . . 1 60

3/4 bbls., 80 lbs. . . 3 00

Casings

Hogs, per lb. 35

Beef, round set . . . 19@20

Beef, middles, set . . 45@55

Sheep 15@1 35

Uncolored Oleomargarine

Solid Dairy . . . 23 @26

Country Rolls . . . 28 @29

Canned Meats

Corned Beef, 2 lb. . . 6 50

Corned Beef, 1 lb. . . 3 75

Roast Beef, 2 lb. . . 6 50

Roast Beef, 1 lb. . . 3 75

Potted Meat, Ham

Flavor, 1/4s 55

Potted Meat, Ham

Flavor, 1/4s 95

Deviled Meat, Ham

Flavor, 1/4s 52

Deviled Meat, Ham

Flavor, 1/4s 1 00

Potted Tongue, 1/4s . . 55

Potted Tongue, 1/2s . . 1 00

RICE

Fancy

Blue Rose . . . 3 1/2@3 8 1/2

Broken

ROLLED OATS

Monarch, bbls. . . . 10 00

Monarch, bbls. . . . 10 25

Steel Cut, 100 lb. sks. 5 10

SALT FISH

Cod

Large, whole @12

Small, whole @11 1/2

Strips or bricks . . 16@19

Pollock @10

Holland Herring

Standards, bbls. . . 13 50

Y. M. bbls. 15 00

Standard, kegs . . . 85

Y. M. kegs 96

Herring

Med. Fat Split, 200 lbs. 8 00

Laborator Split 200 lb. 10 00

Norway, 4 K, 200 lbs. 16 50

Special, 8 lb. pails . . 70

Scaled, in boxes . . . 17

Boned, 10 lb. boxes . . 17

Trout

No. 1, 100 lbs. 7 50

No. 1, 40 lbs. 2 25

No. 1, 10 lbs. 90

No. 1, 8 lbs. 75

Mackerel

Mess, 100 lbs. 20 00

Mess, 40 lbs. 8 50

Mess, 10 lbs. 2 40

Mess, 8 lbs. 1 85

No. 1, 100 lbs. 19 00

No. 1, 40 lbs. 8 10

No. 1, 10 lbs. 2 10

Lake Herring

100 lbs. 4 00

40 lbs. 2 35

10 lbs. 58

8 lbs. 54

SEEDS

Anise 35

Canary, Smyrna . . . 11

Caraway 75

Cardamom, Malabar 1 20

Celery 45

Hemp, Russian . . . 7 1/2

Mixed Bird 9

Mustard, white . . . 22

Poppy 70

Rape 15

SHOE BLACKING

Handy Box, large 3 dz. 3 50

Handy Box, small . . 1 25

Bixby's Royal Polish . 85

Miller's Crown Polish . 85

SNUFF

Scotch, in bladders . . 37

Maccaboy, in jars . . . 35

French Rapple in jars . 43

SODA

Boxes 5 1/2

Kegs, English 4 1/2

SPICES

Whole Spices

Allspice, Jamaica . . 9@10

Allspice, lg. Garden @11

Cloves, Zanzibar . . . @50

Cassia, Canton . . . @20

Cassia, 5c pkg. doz. @35

Ginger, African . . . @15

Ginger, Cochin . . . @20

Mace, Penang @90

Mixed, No. 1 @17

Mixed, No. 2 @16

Mixed, 5c pkgs. dz. @45

Nutmegs, 70-80 . . . @35

Nutmegs, 105-110 . . @30

Pepper, Black @32

Pepper, White @32

Pepper, Cayenne . . . @22

Paprika, Hungarian

Pure Ground in Bulk

Allspice, Jamaica . . @16

Cloves, Zanzibar . . . @68

Cassia, Canton . . . @32

Ginger, African . . . @24

Mace, Penang @1 00

Nutmegs @36

Pepper, Black @30

Pepper, White @40

Pepper, Cayenne . . . @30

Paprika, Hungarian . . @45

STARCH

Corn

Kingsford, 40 lbs. . . 9 1/2

Muzzy, 48 lb. pkgs. 9 1/2

Kingsford

Silver Gloss, 40 lb. . . 9 1/2

Gloss

Argo, 48 5c pkgs. . . 2 40

Silver Gloss, 16 3lbs. . 9 1/2

Silver Gloss, 12 6lbs. . 9 1/2

Muzzy

48 lb. packages . . . 9 1/2

16 3lb. packages . . . 9 1/2

12 6lb. packages . . . 9 1/2

THE SUGAR SHORTAGE.

(Continued From Page 3)

made before this committee that Mr. Rolph endeavored to benefit the California refinery of which he was manager by this 34 cent increase in Cuban price. Mr. Rolph did not fix the price. It does raise the price to the Hawaiian farmer about that amount. It does not raise the profit of the California refinery because their charge for refining is, like all other refiners, limited to \$1.30 per hundred pounds, plus the freight differential on the established custom of the trade. Mr. Rolph has not one penny of interest in that refinery. In any event, by the voluntary limitation of the California Refinery sugar price to the \$7.25 level three months before it came into force on the Atlantic Seaboard in order that we might have a universal price west of the Ohio, Mr. Rolph has penalized the company of which he was manager over \$700,000 under what it might justly have stood out for. That is equal treatment with the Atlantic refiners. He has done distinguished service for the American people.

I submit herewith a statement of our views as to the sugar supplies for ourselves and the Allies next year. You will observe that it entails the transport of 250,000 tons of sugar for the Allies from Java, if the American public is to have its normal supply. Such transport will diminish our ability to send soldiers to France by 200,000 men. If, however, the American public will diminish their consumption by 10 to 15 per cent., or if the Cuban crops are larger than we anticipate, this disaster of transport necessity can be averted.

Herbert Hoover.

Pickings Picked Up in the Windy City

Chicago, Jan. 15—The city for the past week has been tied up completely on account of heavy snowstorms. Transportation has been at a premium. It has been almost impossible to even travel from one side of the city to the other. Old settlers state that they never have seen the likes of same before. The city's public works has been unable to clean the streets—something that is unusual for Chicago. The condition was so bad that the public was obliged to get their snow shovels, organize in their immediate neighborhood and shovel out street after street. It was a common sight to see, not only hundreds, but thousands of people throughout the city doing their bit, and just when everything was about back to normal, the city was visited by another blizzard, which gave the city a setback which it will take weeks to overcome. Between the railroads, the city and transportation lines, labor was at a premium, some of the shovelers receiving as much as \$1.50 per hour; in addition to this, being served with hot coffee and sandwiches. Some of the boys at the front could have gotten a great deal of experience in trench digging by watching the people at home digging themselves out of the snow.

The fuel situation in Chicago at the present time is very serious, owing to the heavy storms and lack of transportation. Conditions have been so bad that all of the coal dealers notified their drivers on arrival at their destination of a load of coal to investigate the basement or the receptacle where coal is kept, and if they thought the supply would last another week, to call the office and receive orders to deliver same to a consumer in that section; also they were instructed that if the snow was not cleaned so as to let them drive directly to the chute or coal box, to dump

same in the alley and drive away. This shows the people what Chicago is up against.

The Patriotic Food Show being held at the Coliseum and the first of its kind in the country has been overly crowded, regardless of the condition of traffic. This exposition has received more publicity than any show held at the Coliseum for some time.

Real estate in Chicago has not been much to speak of for the past week, owing to weather conditions.

Owing to the streets being blockaded with snow last Tuesday, Jan. 8, four of Chicago's firemen lost their lives when the front part of a moving picture theater collapsed. The snow was piled so high on the walks that there was no escape for these men.

Bobby McLean, America's champion ice skater, still retains the title by beating all comers to the Chicago Arena on the 6th of January, 1918.

People in Chicago did not seem to take kindly to the lady mail carriers. Out of the fifteen given a trial not one of them stuck to the job.

Most all dealers whom the writer has had the pleasure of calling on throughout the city reports business starting off very brisk. Charles W. Reattoir.

Simplification of the Mackinaw Lines.

Milwaukee, Jan. 14—It may be of interest to manufacturers who are not members of the National Association of Garment Manufacturers and to all retailers to know that after several conferences with the Council of National Defense, the following recommendations made by the Mackinaw Group of the National Association of Garment Manufacturers, were approved by the Economy Board of the Council of National Defense:

1. That Mackinaw lines for the fall of 1918 be limited to two basic models, one with yoke in back and one with plain back
2. That the manufacture of both full and semi Norfolds be discontinued.
3. That all front yokes be omitted, but that the straight back yoke be retained.
4. That the front lap do not exceed six inches in width.
5. That four plain pockets, with flaps, if desired, be permitted, but that neither bellows, plaited, skate or other fancy pockets be used.
6. That no adornments to the back be permitted.
7. That belts not over three inches wide be permitted on wholly unlined mackinaws, not more than thirty-six inches long in men's sizes nor thirty-two inches long in boys' sizes and that all garments more than thirty-six inches long in men's sizes and thirty-two inches long in boys' sizes, shall be constructed according to the schedules recommended for the clothing industry.
8. That all real cuffs be eliminated, but that false cuffs and sleeve tabs be permitted.
9. That the maximum width for collars be six inches.
10. That swatches shall not exceed 9 x 13 inches in size.

Alfred Morawetz,
President Mackinaw Group, National Association of Garment Manufacturers.

Aint It?

"Gentlemen of the jury," erupted the attorney for the plaintiff, addressing the twelve Georgia peers who were sitting in judgment in a damage suit against a corporation for killing a mule, "if the train had been running as slow as it should have been ran, if the bell had been rang as it outer have been rang, or the whistle had been blown as it should have been blew, none of which was did, the mule would not have been injured when it was killed."

Why Not Place Your Business on a Cash Basis?

Any merchant who is on the lookout for something that will take the place of the long-time charge accounts he is forced to maintain with the customers, should investigate the merits of the **ECONOMIC COUPON BOOK**.

With a pass book in the hands of the customer and with a mental reservation on the part of the merchant to give the customer \$5 credit, he is soon in debt to the merchant to the extent of \$25 or \$30, but with a coupon book it is different. The customer gives the merchant a note for \$5 and he can not get more than \$5 worth of goods from the store without making a new deal. In the meantime, his note is bearing interest, which, of course, is not the case with a book account.

The coupon book prevents disputes, saves book-keeping, gives the merchant an interest income on his accounts and limits credits to the point established by the merchant. In other words, the merchant is

Master Instead of Servant

You can make no mistake in adopting the coupon book system, because it will place a business on a cash basis and enable the merchant to discount his bills and hold his head up like a man among men.

These books are made in six denominations—\$1, \$2, \$3, \$5, \$10, \$20.

All our coupon books are sold on the same list, any denomination or assorted, as follows:

50 Books	\$ 1.50
100 Books	2.50
500 Books	11.50
1,000 Books	20.00

We prepay transportation charges where remittance accompanies order.

Tradesman Company
Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Experienced Traveling Salesman Wanted

Man familiar with men's furnishings, notions, etc., to call on general store and clothing trade in Western Michigan. Give full details as to experience, etc., in letter. W. J. Harris care of Symons Bros. & Company, Saginaw, Michigan.

Salesmen wanted to carry woolen yarns as a side line in any territory. Samples weigh 6 oz. Euclid Art Manufacturing Co., 2042 East Fourth St., Cleveland, Ohio. 516

For Sale—Oil Lease, Towanda Field, Butler Co., Kansas lands for merchandise. Address L. B. 448, Sterling, Kansas. 512

Drug and grocery store in northern village where rail and water meet. Owner having changed other real estate here for western farm, will sell store. Good for party wishing drug store with no competition. No. 513, care Tradesman. 513

For Sale—Drug stock and fixtures at less than half price if taken soon. Inventories \$2,000. Address R. Eckerman, 132 Pine St., Muskegon, Michigan. 501

For Sale—Stock of dry goods and furnishings in new growing district in Detroit. Stock and fixtures invoice \$3,000. Reason for selling, owner has other interests to look after. Address No. 514, care Michigan Tradesman. 514

For Sale—Owing to the death of my husband and wishing to engage in some other work, I offer for sale my store building and fixtures. One 24 x 48 with seven living rooms above. One addition 18 x 30, two full basements; furnace heated; electric and gas lighted. Lot 50 x 150. Barn and henhouse on same. Good garden soil; well fenced. One of the best locations in city. Best of schools and churches. A sacrifice for a quick sale. A big bargain for someone. Address or call on Mrs. Theodore Thompson, 812 Wood St., Cadillac, Michigan. 515

For Sale—199-acre stock and grain farm. Good buildings. All fenced. Will take some property in part payment; balance easy terms. Southern Michigan. Wm. Wallace, 1419 Forrest Ave., St. Joseph, Mich. 481

Wanted—Men or women with \$35 cash for one-half interest in Home business plan agency, \$5 to \$15 per week. Openings in Detroit, Jackson, Flint, Grand Rapids, Toledo, Port Huron, Battle Creek, Pontiac, Saginaw, Bay City. Lock Box 97, Dexter, Michigan. 500

For Sale—Drug stock and fixtures at half price if taken soon. Inventories \$2,000. Address R. Eckerman, 132 Pine street, Muskegon, Michigan. 501

Wanted—Strictly dry hardwood, pine, poplar, hemlock or spruce sawdust, carload lots, will pay cash with order. J. C. Maloney, Swissvale, Pennsylvania. 505

For Sale—General store stock located at Butternut, Michigan. Good live farming community. Good reasons for selling. H. J. Campbell, Butternut, Mich. 492

Wanted—Buyers for farms, city properties and business enterprises. State wants. Sales and exchanges made everywhere. Geo. E. Hill, Walnut, Kansas. 497

For Sale—Four very desirable sheep ranches, located in Mecosta county, ranging from 1400 to 3500 acres each. Good soil, and all fenced in. Some have elegant improvements. Might consider first class stock of merchandise as part payment. Harry Thomasma, Grand Rapids Savings Bank Bldg., Grand Rapids, Michigan. 508

For Sale—Canning factory in Branch county, equipped for canning corn, tomatoes, apples, etc. Capacity ten thousand cans of corn per day. Good location, plenty of help. No better section for sweet corn in Michigan. Will sell very cheap if taken soon. John Travis, Union City, Michigan. 509

Collections.

We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service, Murray Building, Grand Rapids, Michigan. 390

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 333 Gratiot Avenue, Detroit, Mich. 407

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

Cash Registers—We offer exceptional bargains in rebuilt National or American Cash Registers. Will exchange your old machine. Supplies for all makes always on hand. Repair department in connection. Write for information. The J. C. Vogt Sales Co., 215 So. Washington Ave., Saginaw, Michigan. 335

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—Having decided to quit business I will sell at a liberal discount all or any part of my drug stock consisting of drugs, sundries, patent medicines, Nyal line, stationery, wall paper, window shades, furniture and fixtures, consisting of McCourt label cabinet, safe, counter balances, prescription balances, post card rack, shelf bottles, National cash register, desk and floor cases, etc. Theo. G. DePeel, Onondaga, Mich. 475

For Sale—Good clean stock of general merchandise in country town of Southern Minnesota. Will invoice about \$9,000. Doing big business. Can give good reason for selling. Address No. 447, care Michigan Tradesman. 447

Safes Opened—W. L. Slocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit. 678

POSITION WANTED.

Position Wanted—Young married man. Employed as general manager gent's clothing and furnishings. Also decorator. Good reasons for changing. Can take position at once. Address No. 510, Michigan Tradesman. 510

HELP WANTED.

Salesman Wanted—Experienced specialty man. Must have good references and be willing to furnish \$300 bond. Salary and commission. Will call on established trade, general stores and grocery stores. Address the Moore Company, Temperance, Michigan. 502

SEE NEXT PAGE.

Advertisements received too late to run on this page appear on the following page.

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a salesman instead of an order taker.

Write us today for exclusive sale proposition covering your market for

Purity Patent Flour

We mill strictly choice Michigan Wheat properly blended to produce a satisfactory all-purpose family flour.

GRAND RAPIDS GRAIN & MILLING COMPANY.

GRAND RAPIDS, MICH.

The Sack that keeps the flour IN and the dirt OUT.

PEANUT BUTTER

CAN BE COMPARED TO COFFEE
AS TO QUALITY

Don't be fooled by price. Buy where quality comes first. Buy Jersey Peanut Butter and notice the difference in taste. Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

Great 30 Day Offer

MR. MERCHANT, For 30 days from date we will pay for all advertising connected with our sales.

THINK IT OVER, And act quick as we can handle only a few within this space of time.

SUCCESS is a certainty. That is why we can afford to make this big generous offer.

If you need money—if you want to do a greater business—write, wire or phone today.

JOHN L. LYNCH SALES CO.

28 Ionia Ave., S. W.

Grand Rapids, Michigan

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company

Grand Rapids, Mich.

WHAT IS YOUR MEASURE?

In these strenuous times, when every one must do his full duty to himself, his family, his employer and his country, the man who idles away his time or indulges in visiting during business hours is a THIEF—meaner than a till tapper or a highwayman, because he betrays the confidence reposed in him by his employer as well as destroys his own self respect. This is no time to mince words or make excuses. We are in the midst of the greatest crisis which ever confronted any nation. The man who shirks his full duty in this emergency by failing to make proper use of the time for which he is paid writes himself down as a sneak and coward.

LIVE WITHIN YOUR INCOME.

The Saturday Evening Post has a story about a poor devil who, upon returning to New York after a year's absence, found his business all shot to pieces, and a profit of \$15,000 a year completely knocked out. He was in a horrible dilemma. All that he had left to live on was a paltry \$25,000 per year.

Laugh if you want to, but to him it was a real tragedy, because he had been living right up to his income.

And that story illustrates one phase of the war situation which will do the people of this country a great deal of good. From the highest to the lowest, we have been living up to our incomes—most of us. And when hard times come, we must readjust ourselves to them. The man with \$100,000 a year and the man who is supporting a wife, two children and a Ford on \$125 a month are all the same boat.

And now labor shows signs of getting into the same condition. Certain classes of labor is being overpaid. And, in many instances, the money does them more harm than good. Like the man of the Post story, they spend what they get, regardless of the fact that conditions will not always remain as they are to-day, and that they will not always receive the wages that they do now. When buildings are scarce, rents go up. When there are many vacancies, they go down. The same applies to everything—even labor. The law of supply and demand will always rule. It is responsible for the high wages in some classes of work now. It will be responsible for low wages at the end of the war. No matter how strong the unions, they cannot keep wages up when it is not in the business. They can boost them now, because their employers can pay them. But later it will be different.

The Government should right now begin a campaign of education. The laborer who continues to live now as he did before can provide for his future before the bubble bursts.

NEEDED LEGISLATION.

A bill will be introduced at this session of Congress to compel aliens to take out their first papers, thus making them eligible for military service, or get out of the country.

It should pass.

One of the most bitter complaints which the soldiers and sailors have is

that the good jobs which they gave up are held by aliens. While they are fighting for their country, these aliens, who are doing nothing, and have done nothing, for the good of the country are profiting by the war. They are making more money than ever before in their lives.

The proposed law will be fair to all.

The End of a Hoover Day.

I have come to the end of a meatless day,
And peacefully lying in bed,
My thoughts revert in a musing way
To the food which to-day I've been fed.
When I think of the cheese and the beans
and fish
And oysters I've had to eat,
I've no regrets for the "good old days"—
I really don't miss the meat!

I have come to the end of a wheatless day,
I have eaten no cookies or pie,
I have had no bread that was made with wheat,
It was made out of corn or rye;
And I liked it so well, that when war is past,
And a glorious victory won,
I'll keep on observing wheatless days
And I'll eat corn pone for fun!
W. S. Wheeler.

There are two problems of supreme importance confronting the people of the United States to-day. The first is to win the war; the second is to lay the foundations of peace. These two cannot be separated in our thought. They are inextricably bound together in their purposes, which are to preserve democracy, and the material and spiritual benefits which we believe inhere in the principles thereof. To win this war we must use to the best possible advantage all the legitimate means at our disposal. The means at our disposal are practically inexhaustible. Men, materials, energy, confidence—we have these in abundance. We still lack a nation-wide comprehension of where our best advantage lies. It is in unity and co-operation. As the armies of the Allies are being brought under the direction of a supreme head so must all our resources and efforts be brought under the domination of one supreme idea. We must avail ourselves of every element of material and moral strength in that we possess, and concentrate them upon the attainment of victory. Manifestly, then, the finances of the Nation must be as solid as a rock, for they are the foundation of our military and economic strength in this crisis. They must be adequately and competently conserved, as well as instantly responsive to every essential demand. They must be so disposed as to absorb easily the daily strain put upon them because of war conditions. They must be prepared to withstand the shock of extraordinary demands, as troops not only hold the line, but also oppose their strength whenever the enemy makes a special drive. They must be ready to develop a drive on their own behalf when that shall appear necessary.

BUSINESS CHANCES.

Gone To War—At Harbor Springs, Michigan, the Emmet House for rent, furnished. Good summer business. Fine location. Write H. E. Cartwright, Harbor Springs, Michigan. 517

To Exchange—For stock of merchandise two modern new seven-room houses side by side on paved street in Pontiac, Michigan. Double garage, but three blocks from Oakland automobile factory. Present rental pays 8% net on investment. H. A. Cone, Farmington, Michigan. 518

For Sale—Established Laundry, good business. 12,000 population. No other laundry. Box 612, Mulberry, Kansas. 519

In Its Thirty-Fifth Year

The MICHIGAN TRADESMAN is the only trade journal in the world which has been published thirty-five consecutive years without change of ownership, editorship or business management.

The Tradesman in its editorials gives a survey of the more significant events of the week, the world over, and, with a vigorous and untrammelled style, deals with persons, events and measures in the public eye.

Under the editorial direction of E. A. Stowe, assisted by a strong corps of contributors, the Tradesman is worthy of its name. It truly represents the best thought and the highest ideals of America. During the thirty-five years of its existence the Tradesman has been influential because of its editorial strength, the high quality of its readers and their ability to bring its conclusions to bear upon the actual problems of business, politics, sociology and economics.

To be a regular reader of the Tradesman is in itself a proof of culture, clear thinking on public questions and a desire for the best in merchandising, commerce, finance, literature, scholarship and the intellectual side of life.

If your standards and ideals are similar to those of the Tradesman, you ought to belong to our select and constantly expanding family of readers. Send for a sample copy.

Tradesman Company

GRAND RAPIDS